PRINTERS' INK

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

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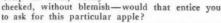
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B. A. I. S. 1920 with N. W. Ayer & Son

1925

Words

JUICE-LADEN sweetness—fragrant as orange blossoms—would that sell you this particular orange? A green-gold globe bursting with exhilarating tartness—would that tempt you to try this grapefruit? Crisp as frost, ruddy



The Blue Goose brand of fruits and vegetables, distributed in the leading markets by our client, The American Fruit Growers Inc., of Pittsburgh, are the hand-selected firsts from the choicest groves, orchards and gardens of the land. To their perfection in size, flavor, form and color, this great growers' organization requires of their overseers the utmost care from seed time to harvest. To visualize this in type requires of us an equal nicety in words.

And so the housewife reading Blue Goose advertising goes to market with a picture of the unusual goodness of Blue Goose produce in her mind. It reduces the retail distributor's work to the simple process of taking and delivering orders,

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



You'll Want to Know More About This New Merchandising Plan for Sales Executives



STANDARD FARM UNIT

THE FARMER, ST. PAUL
THE PROGRESSIVE
FARMER
THE PRAIRIE FARMER
THE WISCONSIN AGRICULTURIST
THE AMERICAN AGRICULTURIST
WALLACES' FARMER
THE BREEDER'S GAZETTE
HOARD'S DAIRYMAN
THE NEBRASKA FARMER
THE PACIFIC RURAL
PRESS

OHIO FARMER
MICHIGAN FARMER
PENNSYLVANIA FARMER
MISSOURI RURALIST
KANSAS FARMER & MAIL
& BREEZE

NOTE—The five last named (The Capper Publications) will be represented individually as heretofore. We represent them only on unit advertising and they coperate with our organization when selling the improved Standard Farm Paper Unit

WE offer a more comprehensive service the has ever before been undertaken in the firm publishing field. It is a plan to pyramid the effectiveness of your farm paper advertising by merchandising it thoroughly—to the right peak.

Our 35 representatives, co-ordinating their effort under the leadership of a skilled merchanding director, are in personal touch with the distribute forces of 44 great jobbing centers. Each maknows local conditions; in many instances his on terms of personal friendship with the man who can win their respective markets for you.

The details of this plan are of utmost important and interest to you as a sales executive. We shall be glad to give you the whole story on reques, with no obligation implied.

Local Prestige-National Influence

Within the Standard Farm Paper group are the standing publications that you would naturally sift for their influence within their respective tentions, welded into one powerful unit for your convenience any farm paper group, the most influential editorial any farm paper group, the most influential editorial alliance, a comprehensive merchandising service, and sawing in space, mechanical and clerical costs that can be being nored—ONE ORDER, ONE PLATE, ONE BLLI

Circulation, 2,000,000-plus

Siz	e of S	pace	1																Unit Rate
Pages																			
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Quarter	pag	88		0 1				0					٠			*			2,275
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Orders may be delivered to either Chicago or New Yall offices as heretofore.

STANDARD FARM UNIT

Standard Farm Papers, Inc.
608 South Dearborn St.
Chicago

Wallace C. Richardson, inc.
250 Park Ave.
New York

San Francisco, 547 Howard Street

VOL

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SAL up things —that sider— —just should Firs

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PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter june 29, 1893, at the postoffice at New York, N. Y., under the Act of March 3, 1879.

Vol. CXXX

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NEW YORK, JANUARY 29, 1925

No. 5

Are Salesmen Selling Too Many Things Besides Merchandise?

This Vice-President Claims That It Is Time to Draw the Line on What a Salesman Should and Should Not Do

By Frank R. Jones

Vice-President and General Sales Manager, Johnson & Johnson

SALESMEN are being called upon these days to do so many things—in the name of "service"—that it is well to pause and consider—in the name of "efficiency"—just what a salesman should and should not do.

First, it is well to concede that a salesman is one whose business is to sell goods and that salesmanship is the art or skill of selling. Some thirty years ago the traveling salesman was termed a "drummer," and he was always typified as carrying a vest pocket full of cigars and a well-assorted stock of jokes. His expense account was made up very largely of items under the caption "entertainment and sundries." Today that type is a memory, only encountered in the movies.

With the advances in three decades that have taken place in art, science and commerce, nothing has been more marked than the progressive changes that have affected salesmen and salesmanship.

Every manufacturing plant, no matter how complete in its appointments and how perfect in its production, must depend for its existence on the activities of those chosen to distribute its wares throughout the land. The salesman of today must be considered an all-important factor, and there it just one yardstick with which his ability can be measured—the parastick of sales expressed in terms of dollars and cents.

As a salesman is judged by the volume of his sales, the question naturally arises, just how far are we justified in asking him to co-operate with other departments of the business, all of which co-operation is contributory, in a greater or lesser degree, to his ultimate and permanent success.

This subject is a broad and comprehensive one, and can be viewed from just as many angles as are represented by the various business activities. It is the pur-pose of the writer, however, only to express views on this subject that are based on his experience in the business with which he has been connected for many years. It is freely admitted that these theories, while proving entirely satisfactory to the best interests of one trade, might have no application whatever to an entirely different industry. But this reserva-tion is made: When the word salesmanship is used, it is understood and agreed that a man gifted in the art of making sales should, with the advantage of opportunity, be equal to the occasion of selling any article that either has a present or a potential market, for the same general rules in regard to handling prospects or customers can be applied to all

The important thing to consider is that the temperamental disposition of customers varies, so much so that it is hard to define or to

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establish two minds that work in a parallel direction. Unless a salesman, through careful study, becomes keen enough to recognize and appreciate the temperamental attitude of a customer, he is doomed sooner or later to be a hopeless failure.

It is also important to realize that a line of products that is distributed from manufacturer to jobber and from jobber to retailer, is not ultimately sold until the goods

reach the consumer.

The manufacturer's salesman must always have the ultimate consumer in mind. That means that he must know the buying customs and buying power of the various communities he serves, for localities vary and merchandise that is popular in one community is practically unsalable in another. Unless a salesman is familiar with these conditions, his ambition to supply his house with orders may cause him to make the mistake of selling his customer goods that would remain on the shelves, later to be returned to the manufacturer or jobber.

It is an element of good salesmanship to acquire this knowledge of local conditions, through inquiry and study. Over-selling always proves an expense.

Possessed of this knowledge, a salesman's first duty is to establish confidence. The customer must have confidence in the house the salesman represents and in the merchandise he sells, and he must also have faith in his own ability to turn over this merchandise frequently, for his profits depend on the number of times he is able to turn over his investment.

Thus far there will probably be no dissenting opinion as to what a salesman should do. There will be no argument against the theory that his prime mission in life is to sell intelligently and with the exercise of care and discretion.

But of late years a new duty has been imposed upon the salesman, that of propagandist. He is expected to impress upon the dealer the importance of the advertising his house is doing and gain the cooperation of the dealer in making this advertising effective.

The exponents of one moden school of merchandising are themselves super-salesmen. They are an active and energetic class of men who sell advertising. They often overwhelm the maulfacturer and retailer with advice and suggestions. They point out how markets can be created in new and unknown fields.

They have created window displays, show cards and counter cabinets as supplemental forces to the power of magazine, newspaper and outdoor advertising. And they have said to the manufacturers: "Let your salesmen talk advertising to your customers; let them put in your window displays, let them hang up your show cards. Your goods are not sold till they reach the public and this advertising will make the public buy."

I believe that the salesman of today must do all he possibly can to interest his customers in the advertising of his house, but not to the extent that it affects his volume of sales. I believe that a staff of men, organized primarily to sell products, should not be expected to become a necessary part of an advertising program. I prefer to permit the general advertising to bear the advertising burden.

To fill successfully the role of propagandist would require all of a salesman's time, and I hold that this is supplementary work and should by no means take precedence over the more important duties entrusted to him.

NO NEED TO DILLY-DALLY

In fact, there is no reason why a salesman should devote much time to it. A keen observer can determine at once whether the customer has the facilities for using the kind of display material he has to offer and it takes but a moment to suggest that he will gladly send a display if the customer will use it. On his next trip, with the same interest and the same facility, he can ascertain whether the display has been used and, if so, with what result. Likewise, it will take but a moment to inform the dealer what the house is doing in an advertising way to back up his local



Christian Herald Homes are Centers of Activity

CHRISTIAN HERALD homes experience a continual round of callers: Ladies' Aid Societies, Church Board Meetings,—a constant procession of men and women who, for various reasons, have frequent social contacts.

All the countryside, therefore, learns of the doings of Christian Herald families,—particularly of the things they buy and like.

Christian Herald

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9, 1925

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what but ealer adlocal efforts to help him do more business.

The salesman should not pose as an advertising specialist or expert. When he has earned the confidence of his customers, his advice is bound to be sought, and very frequently will be accepted, and he should be willing at all times to give his customers the benefit of his knowledge of what is being accomplished in other sections of his territory for the upbuilding of business, whether it be advertising or merchandising. But he should not be expected to formulate advertising plans for individual dealers.

Sometimes a house is so exacting that it expects its salesmen to form themselves into a collection agency. This, I consider, is one of the greatest fallacies in the administration of salesmen and I

strongly object to it.

No man can hope to retain the good-will of a customer and secure his order for merchandise, when he is compelled to antagonize that customer by pressing him for the payment of an account. It is a fixed policy with me to refuse to allow the credit department to utilize the services of a salesman to collect an account, until, as frequently happens, the danger point is reached—when a personal interview might save the situation and avoid the embarrassment of bankruptcy.

In a broad general way, the credit department should be a separate entity and the only point of contact between the house and the customer when accounts are involved. When the credit department notifies a salesman that certain of his customers have been placed on the C. O. D. list, or are delinquent beyond the time extended to them, it is asking of the sales department all the co-operation that should be expected. I want to see the salesman building all the time and not dissipate any of his energy in tearing down.

A salesman should not be subjected to the confusion of receiving his instructions from several sources. There occurs to my mind a house of national reputation and long experience whose

sales department is made up of seven distinct heads, and each of these heads corresponds directly with the men in the field. On some days one salesman will receive from three to seven communications from as many different executives, all bearing on the sales policy of the company.

This may be an excellent plan for that company, but my experience has convinced me that the fewer points of contact between the house and the men in the field. the more secure and satisfactory will be the results. Seldom, if ever, do our salesmen receive a communication except from the executive who is designated as manager of salesmen. I believe this policy strengthens the position of the man and the house, and it must be admitted that it eliminates the confusion and misunderstanding which must result through the interjection of a variety of opinions.

Recently we issued a brochure on the back page of which is

printed:

When Quality Is Obvious CONFIDENCE Is the Natural Result

It seems to me that in this brief message there is personified all the elements of successful salesmanship. When a salesman offers merchandise of unquestioned quality, confidence is born in the mind of the customer, and so long as that confidence is not maltreated, success is assured for the salesman.

Upon the success of the individual salesman must rest the success of the house he represents, as the salesman is, after all, the real and only point of contact between the house and the customer. The United States is large in population and area and when you consider the number of dealers who are actively engaged in the drug trade you will appreciate that the only way a house can keep in personal touch with its customers is through its staff of salesmen.

Every action taken by a salesman, while individual in its application, can only be considered as

(Continued on page 168)

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"Wait till your dad catches you!"

"Catches me? He knows I bought it."

"You're pretty good—for one so young."

"I'm goin' to cash in on that 'pretty good' next summer."

Boys are quick to grasp the practical side of typewriting. Their ability often gets them summer jobs. Later on it makes the first step into the business world easier. To a boy, a typewriter is as necessary—and as useful—as a radio.

Through advertising in THE AMERICAN BOY, manufacturers of typewriters are reaching a large part of the reading youth of today. THE AMERICAN BOY is read by 500,000 youngsters averaging from 15½ to 16 years in age. THE AMERICAN BOY is the pal of every one of them. Continuous generations of boys for twenty-five years have been giving to THE AMERICAN BOY the complete confidence, the whole-hearted enthusiasm, the unflagging friendship which is youth's heritage. Their eager minds literally eat up the contents of the magazine from cover to cover. Stories, articles, advertising. All are grist to their mill.

Could you ask for a more responsive market than that of the boy? Win his approval and you are winning the approval of his friends. You can reach this market through the advertising columns of youth's own magazine. Write your name in underscored caps before the eyes of 500,000 alert youngsters by advertising in THE AMERICAN BOY. Copy received by February 10th will appear in April.



Detroit

Michigan





THE BRITISH ISLES

The very life of England depends on securing food products grown thousands of miles away. The remarkable financial recovery and the compactness of this market make it one of the most promising in Europe.

FACTS that tell you where to sell in British Markets

WITHIN three hours from the city of London is a population more than one-fourth of the entire United States.

In the entire length of Great Britain there is no railroad journey equal to the distance

J. WALTER
ADVERTISING

1925

from New York to Chicago—yet a population almost half as large as our whole country is concentrated in this compact market.

The J. Walter Thompson Company has gathered together information on the British market from official sources, and condensed facts of interest to Americans selling abroad into a special 48-page market analysis—"The Population Handbook of Great Britain and Ireland".

This handbook contains

—1921 official British census figures together with the population per square mile, and the percentage of urban and rural population for each county.

—a list of cities of 25,000 inhabitants or over and the percentage of increase in the population of each since 1911.

—tables listing the number of wholesalers and retailers in eight different industries with the number of each to be found in any given county.

—maps illustrating the geographical distribution of industries and the principal markets and their trading areas.

We shall be glad to send a complimentary copy of "The Population Handbook of Great Britain and Ireland" upon request, to Americans interested in British markets. Write to the Statistical Dept., J. Walter Thompson Company, 244 Madison Avenue, New York.

THOMPSON CO.

NEW YORK CHICAGO BOSTON CINCINNATI SAN FRANCISCO LONDON

Misbranding Bill a Step Closer to Passage

Will Probably Receive Early Attention of Next Congress

Washington Bureau of Printers' Ink NE of the most important bills, from a merchandising viewpoint, introduced in Congress during the present session, is "The Misbranding Bill" (H. R. 11723), which was recently reported on by the Committee on Interstate and Foreign Commerce of the House. This bill is intended materially to increase the power of the Federal Trade Commission in the prevention and suppression of misbranding and false advertising. it now appears to have a slender chance of being passed during the present session, owing to the crowded calendars of both the Senate and the House, it is solidly backed with little opposition, and undoubtedly will receive the early attention of the next Congress.

The other day, Representative Merritt, who introduced the bill, said: "There is very little doubt that the bill, or one very similar to it, will be passed by the next Congress, since there is much convincing evidence that the legislation it proposes is needed.

One valuable feature of the bill is that it already has taken the place of at least twelve bills, several of which have been persis-tently reintroduced. The general subjects of these measures have been before Congress for more than twenty years.

The report discusses several of the old bills, and later, in referring to the arguments favorable to them, states that the testimony shows that during the twenty years or more in which this type of legislation has been urged there has been marked improvement both in the state of the law and in trade ethics. It points out that the Federal Trade Commission, under existing law, has partly by its own rulings and partly by appeals to the courts made a vast improvement in restraint of misbranding. It also mentions the fact that the system of branding

proposed by the bills would work a hardship on retailers, confuse the public, and be next to impossible of enforcement.

The Merritt bill with certain exceptions prohibits any person from shipping, delivering for shipment, selling or offering for sale, in interstate or foreign commerce, any misbranded article.

Both the Clayton and the Federal Trade Commission Acts left the defining of such terms as unfair competition, restraint of trade and misbranding to the courts; but in this respect the Merritt bill is more definite and increases the power of the former acts, as the following quotation shows:

Sec. 3. For the purposes of this Act, an article shall be held to be mis-

branded-

(a) If the article (or any package, parcel or container in which it is shipped, delivered for shipment, sold, or offered for sale) bears, or is shipped, delivered for shipment, sold, or offered for sale under any name, description, or state-ment, which deceives or misleads, or is intended or likely to deceive or mislead, as to-

(1) The place or method of manufacture or production; or
(2) The identity of the manufacturer

or producer; or

(3) The identity or the nature of the business of the person by whom it is shipped, delivered for shipment, sold, or offered for sale; or
(4) The existence or identity of pur-

chasers or users; or

(5) The endorsement of any persons, government, or any officer, employee, or

agent of any government; or
(6) Quantity or quality; or
(7) Component materials; or
(8) The existence or scope of any
rights or privileges under any patent or copyright.

(b) If the article is advertised by let-ter, circular, catalogue, newspaper, periodical, billboard, or otherwise, in a manner which deceives or misleads, or is intended or likely to deceive or mis-

(c) If, in the case of any yarn, fabric, or wearing apparel (but without limiting the application of subdivisions (a) and (b) of this section) it, or the package, parcel, or container, (1) bears the term "virgin wool" or "new wool," and it contains any wool of the sheep. or lamb or hair of the Angora or Cash-mere goat that has been respun, re-woven, remade into felt, or in any in

ple,

Des Moines Register and Tribune-News

(Morning and Evening)

Average Net Paid Circulation for December

163,980

—the largest daily circulation in the Mississippi Valley with the exception of Chicago, St. Louis and Kansas City.

Note This Steady Growth

Net Paid Average

			4.0		48		-		 	400	5	•			
Year	1913.														53,503
Year	1914.														65,283
Year	1915.														70,388
Year	1916.														78,797
Year	1917.														92,164
Year	1918.		*					*							116,223
Year	1919.					*	*								106,405
Year	1920.						*		*	×			*		110,628
Year	1921.														115,197
Year	1922.														127,330
Year	1923.														138,196
Year	1924.														147,329
Dec.	1924.														163,980

manner reworked; or (2) bears the term "all wool," and it contains any cotton, jute, hemp, silk, or any fiber other than wool of the sheep or lamb or hair of the Angora or Cashmere goat; except that wearing apparel shall not be held to be misbranded under clause (1) of this subdivision if the principal cloth is virgin wool or new wool, nor under clause (2) of this subdivision if the principal cloth is all wool.

Under Section 4, the Merritt bill states that the Federal Trade Commission shall enforce the provisions of the act. It provides that at any time after the filing of any application or petition with a circuit court of appeals of the United States, in accordance with Section 5 of the Federal Trade Commission Act, the court, on application by the commission, may issue a temporary injunction restraining, to the extent it deems proper, the party and his officers, directors, agents, and employees from violating any of the provisions of the order pending the final determination upon such application or

The same section also provides that, in enforcing the provisions of the act, the commission may cause inspections, analyses, and tests to be made, and samples to be collected.

Many of the former bills on similar subjects, which were considered by the committee, provided criminal remedies; but the committee thought that the object which the legislation seeks will be better attained with less drastic penalties. Hence, the Merritt bill provides that any misbranded article shall be liable to be proceeded against in the District Court of the United States for any judicial district in which the article is found, and to be seized for confiscation by a process of libel for condemnation, if the article is being shipped in interstate or foreign commerce, or held for sale or exchange after having been so shipped.

As to the disposition of such articles, the bill provides that, after being condemned by the court, they shall be disposed of, in the discretion of the court, by destruction, sale, or by delivery to the owner upon the payment of the legal costs and charges, and

the execution and delivery of a good and sufficient bond to the effect that such article will not be sold or disposed of in any jurisdiction contrary to the provisions of the act or the laws of such jurisdiction. And if a condemned article is disposed of by sale, the proceeds of the sale, less the legal costs and charges, are to be paid into the Treasury as miscellaneous receipts.

Then the bill provides that it shall be the duty of each United States district attorney to whom the commission reports any violation of the act, or to whom any officer or employee of any State, territory, or possession of the United States presents satisfactory evidence of any violation of the act, to cause libel for condemnation proceedings under the act to be commenced and prosecuted in the proper courts without delay.

Misbranded imports are excluded by Section 7 of the bill. This provides that when the commission has reason to believe that any article offered for importation is being shipped in interstate or foreign commerce in violation of the act, it shall give due notice and opportunity for hearing thereon to the owner or consignee. It shall also certify such fact to the Secretary of the Treasury, who shall thereupon refuse admission and delivery to the consignee pending examination, hearing, and decision in the matter.

After proceeding in this way, if the commission is satisfied that the misbranded goods were shipped in interstate or foreign commerce in violation of the act, the bill provides that it shall certify the fact to the Secretary of the Treasury, who shall therefore notify the owner or consignee and cause the sale or other disposition of the goods, unless they are exported by the owner of consignee within three months from the date of such notice, under such regulations as the Secretary of the Treasury may prescribe.

Has Gas Association Account The American Gas Association has appointed The Pratt & Lindsey Company, Inc., New York advertising agency, to direct its 1925 advertising campaign. 925

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WHY has The Milwaukee Journal in the past five years stepped from thirty-first place to thirteenth place among the nation's newspapers in the total annual volume of paid advertising published.

-did The Milwaukee Journal print 3,330,668 lines of paid national display during 1924 (far more than the other two Milwaukee papers combined,)—thereby breaking its own high record attained in the year 1919?

— did the Milwaukee Journal print 17,630,937 lines of paid advertising during 1924 and lead the other two Milwaukee papers combined by more than four million lines?

—since June 1, 1924—when an effort was made to reinforce the other Milwaukee papers through a consolidation—has The Milwaukee Journal not only maintained its advertising leadership but also broken all records for the largest week day, the largest Sunday and the largest week in advertising volume?

why —was the Milwaukee Journal able in 1924, to build a new \$2,000,000 home, the largest and most modern newspaper plant in the Northwest?

because

WHERE advertising pays, it grows and stays? In Milwaukee, advertisers' dollars work harder in The Milwaukee Journal than in any other Milwaukee paper or combination of papers.

JOURNAL -FIRST- by Merit

What Happened

In Chicago uri

Men who specialize in space buying... whose job is determining media-effectiveness... those are the men who place National Radio Advertising.

> And in Chicago during 1924, these specialists selected the Herald and Examiner to carry dominant National Radio lineage.

> The National Radio lineage totals* of Chicago newspapers for 1924 follow:

Herald & Exam	ni	n	er	Agate Lines 184,945
Second Paper				
Third Paper .				
Fourth Paper				135,248
Fifth Paper .				43,907
Sixth Paner				13.647

*Compiled from the monthly reports of the Advertising Record Co., an independent audit bureau supported by all Chicago newspapers

Chicago Herald

NEW YORK: 1819 Broadway

adio Advertising

ago uring 1924

The Herald and Examiner is the only Chicago newspaper testing and certifying radio sets and accessories through an authoritative, unbiased, independent laboratory.

> The Herald and Examiner has merchandised more Radio products than any other newspaper in Chicago.

First in National Radio Advertising First in Radio Merchandising First in Radio Results

Radio Manufacturers and Agencies are invited to write for detailed information for securing jobber and dealer distribution in Chicago

and Examiner

SAN FRANCISCO: Monadnock Bldg.

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Insure Yourself a Prosperous Year in Chicago

1924 was a good year in Chicago for those who knew how to go after good business at its source—in the financially competent homes of Chicago and its thriving suburbs. The "How," as experienced and successful advertisers testify by their advertising, is placing their sales messages in Chicago's most effective sales medium—The Chicago Daily News.

These are authoritative facts supported by authoritative figures. The leadership of The Daily News among Chicago daily newspapers in most important classifications, in the total volume of display advertising, in volume of local display and in the number of classified advertisements printed, is attested in the following figures for the year 1924, supplied by the Advertising Record Co.:

AUTOMOBILES Lines The Daily News First 558,341 The next paper 445,399	FURNITURE Lines The Daily News First 1,047,546 The next paper 736,867
BOOKS The Daily News First 153,061 The next paper 153,070	GROCERIES The Daily News First 771,300 The next paper 686,296
CHURCHES The Daily News First 78,511 The next paper 33,742	HOUSEHOLD UTILITIES The Daily News First 144,947 The next paper 87,831
DEPARTMENT STORES in the "Loop" The Daily News First 4,730,735 The next paper 2,264,291	"OUT OF THE LOOP" STORES The Daily News First 1,635,407 The next paper 642,214
EDUCATIONAL The Daily News First 99,890 The next paper 89,201	REAL ESTATE The Daily News First 245,437 The next paper 227,245

TOTAL DISPLAY ADVERTISING The Daily News First...15,099,527 lines The next paper.......11,774,440 lines

Successful advertisers know that the number of "want-ads" carried by a daily newspaper is an accurate index to its result-producing power in all classifications. The number of "want-ads" indicates the judgment of the local advertising experts who know the medium that brings results.

In the year 1924 The Daily News printed 929,456 "want-ads," 11,479 more than were printed by the Daily Tribune, the daily newspaper having the next highest score.

These figures, which repeat with emphasis the story of years, justify the assertion that the way to insure good business in Chicago in the future is to follow the lead of the past and present that have proved so eminently successful, and seek business at its source in the financially competent homes of Chicago through Chicago's most popular home newspaper.

THE CHICAGO DAILY NEWS

First in Chicago

Movie Advertisers Find Misrepresentation Does Not Pay

Lurid Advertising for Harmless Pictures Giving Way to More Truthful Copy

By Ernest W. Mandeville

THE moving picture business has become the fourth largest industry in the United States. The nature of the business requires abundant advertising. The great influence that the movies have upon the popular mind is well known. By the same token the advertising of motion pictures sways an enormous power for good or evil. The magnitude of the question of movie advertising, therefore, can be readily understood.

1925

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Chithat urce go's In the opinion of this writer, the moving picture men have made some great mistakes in advertising methods. Misrepresentation of their product as well as bad taste must be counted against the trade in many instances. That these methods are being remedied, however, is an encouraging sign. The movie men are seeing the error of their ways. They are feeling it through the pocketbook. It is simply another case in which honest, clean advertising.

Since the advent of "Flaming Youth" and its seeming great success, there has been an unparalleled display of posters, newspaper broadsides, handbills, window "tieups" and "stunt" publicity in which compromising situations, midnight revelry, nudity, seductive inscriptions and salacious titles have been put in the forefront. Every offensive device possible has been used to whet the appetite for the sensational, forbidden, unspeakable. Lascivious titles and the use of the nude have been featured to trap the unwary and to entice the morbidly inquisitive.

to entice the morbidly inquisitive.
Such titles have been selected as "Changing Husbands," "Chastity,"
Painted People," "For Sale,"
"Cheap Kisses," "Society Scandals," "In Search of a Thrill,"
"Single Wives," "The Near Lady,"

"The Marriage Cheat," "Soiled," and "Sinners in Silk."

Such books and plays have been chosen for filming as "Three Weeks," "Black Oxen." "Anna Christy," "Why Men Leave Home," "Slaves of Desire," "Spring Cleaning," retibled "The Fast Set," "Name the Man," "The Danger Line," "Lilles of the Field" and "The Czarina," retibled "The Forbidden Paradise." All of these were selected for the reason that they had a reputation as being risque and "sexy,"

These are not "horrible examples," but are simply typical selections of the titles and subjects that the film men have thought the best business-getters. Box office check-ups have proved that this is not the case. Even if these pictures do attract a flurry of "stag" trade on the "White Ways" of the large cities, the family trade of the country at large rejects them. In the balance it is found that these pictures really lose money for their producers.

It is interesting to note that in the list of the fifty-two best moving pictures for the year 1924, compiled strictly from the box office angle by the Motion Picture News, the only ones that stand above 90 per cent are:

The Ten Commandments97 The Humming Bird96	per cen
The White Sister 95	04
The Thief of Bagdad 95	44
The Sea Hawk94	66
Dorothy Vernon of Haddon	
Hall94	66
Secrets93	64
Girl Shy93	48
America 93	

It will be noted that in almost every case the success of these pictures has been through their strong story interests, their splendid scenic effects and acting. The absence of the sordid stress on the sex element is noticeable in most of these pictures, showing that it is not by such methods that pictures jump into box-office

prominence.

Another point about the sensational displays and lures of the filmed "sexy" novel and play, is that it is dishonest advertising. The pictures fail to live up-or down-to their titles or to the known reputation of their sources. The wares shown inside do not come up to the expectation of the lurid advertising. They are not as frothy as represented. Those who pay their money, thinking that they are going to see something forbidden and naughty, find that the pictures are not so naughty after all; that is to say, the various censorship requirements and natural hesitancy actually to show in picture form the filth they advertise, produces a product that is only harmful in its hints and innuendoes.

A case in point was the exploitting of a recent feature picture in New York called "Dante's In-ferno." It is worth pausing a moment to wonder why, in view of the movie habit of changing titles, this ever escaped being titled "Flaming Humanity," or "In Hell They Wear No Clothes." This film was a particularly creditable one, and was compared favorably by experts with "The Ten Commandments." Instead of advertising it in a dignified way as a notable picture, and using for lobby display reproductions of Doré's famous illustrations Dante's masterpiece, the producer chose to feature nude figures in his newspaper advertising and a lobby flare of red lights and pictures suggesting hundreds of undressed vampires.

This method packed the house for three or four weeks, but then business fell off. Production costs cannot be reclaimed in a few

cannot be reclaimed in a few weeks. The same producer's picture, "The Iron Horse," widely but well advertised, has been running on Broadway for some six months or more. Flash methods

of the type described may work for a short time but in the long run they are fatal to the promise of a business that depends for its very existence on the family trade. The better houses all over the

country have been complaining about these deceptive methods.

C. R. Sullivan, an exhibitor of Amarillo, Texas, has emphatically stated his position in the matter as follows: "After living in this territory for nearly twenty years and gaining a reputation that I am proud of, I positively refuse to lose that reputation by running some fool picture or pictures with suggestive titles. There is just one way to cure these evils, and that is for every local theatre manager all over the country to refuse to run pictures with suggestive titles, even though they be clean pictures. A motion picture producer has no more right to produce a clean picture and give it a suggestive title to lure people in than a grocery man would have to sell imitation cherry preserves for absolutely pure cherry pre-serves. If the grocery man did this he would be fined under the Pure Food and Drug Act.'

The goods marked by these lurid labels have been denatured. Why not attempt a new set of labels? It isn't impossible. In fact, as I will show later in this

article, it is being done.

TOO FEW ROUGHNECKS

Even burlesque has discovered that more money is to be made through clean shows than through dirty shows. Sam Scribner, head of the Columbia Burlesque Wheel, says: "We are commercial, that's all. There are more decent folks in every town than roughnecks, and burlesque cannot be staged to attract both classes. We are after the better class, because they represent more ticket buyers and tickets are all we have to sell."

John B. Rock, general manager of the Vitagraph Motion Picture Company, the oldest concern in the producing industry, made the following statement: "I am no moral prude, but I have seen billing of so suggestive a nature that I wondered that the police did not, of their own volition, have it removed. Hop-scotching this sort of pictures in the old days

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was what put our business in bad repute. Certainly the industry cannot afford to return now to those mistakes of yesterday."

Two very recent offenders are the pictures "Soiled" and "The Last Man on Earth." The producers of the latter, a very clever picture, have adopted a lobby display which is simply a girl flash with girls in all types of outlandish costumes and undress. The producers are fishing for "stag" receipts at the box office, and in doing so are killing the chances of a profitable long run for their picture.

A great deal of ingenuity has been employed in developing sensational methods in the movies. In order to attract attention, they have even made repeated offers to star Mrs. Anna Buzzi, the Bronx woman who was twice tried for murder, sentenced to die in the electric chair and then given a retrial with acquittal resulting. This, it seems to me, is getting dangerously near the great trouble brought to film men through the Arbuckle scandal.

WHERE THE BLAME BELONGS

I agree with Joseph Brandt, president of the C. B. C. Film Sales Corporation, when he places the blame both on the producers and the exhibitors. He says: "Because a few pictures founded on sex stories have had a tremendous circulation through the book publishers' propaganda is no reason why producers and exhibitors should continue to demand this class of material for general consumption by the public. The motion picture theatre has developed into a community institution, and as such must guard those things which are considered sacred in the home. In my opinion, the exhibitors do not exert the same degree of showmanship toward a picture with a title like 'The Enchanted Cottage,' 'The Bare-foot Boy,' 'Tol'able David,' 'Pal O'Mine," etc., as they do in regard to pictures with suggestive titles."

I am glad to report that on the whole the pictures and advertising for the year 1925 will be a great improvement in these respects from those of last year. I do not mean to give the impression that all pictures of this year are going to draw completely away from the "sexy" subjects and salacious advertising. All I am saying is that the light has been seen among the larger companies and their advance advertising of future releases shows a drastic change both in subject matter and manner of display.

The Famous Players-Lasky Company, the largest and most important producer in the industry, has announced its future pictures as "Bedrock," "I'll Tell the World," "Lord Chumley," "None But the Brave." "Old Home Week," "New Lives for Old," "Light of the Western Stars," "The Thundering Herd," "The Spaniard," "Man and the Law" and "The Air Mail."

Note the difference of the titles just named and those quoted earlier in this article.

Also mark the fact that instead of taking over the dramas with the most risque reputations, they are now to produce such plays as "Peter Pan," "Beggar on Horseback," "The Goose Hangs High" and "The Swan."

It is also interesting to compare their salesmen's advertising book of last year and that of this year. The old book features expanses of flesh, passionate embraces and suggestive pictures. The new book reverses the policy in entirety, going to the opposite extreme in modesty. Where Gloria Swanson was made to look as vampish as possible last year, this year she affects an angelic expression.

The Universal Company has given wide display to its new "White Lists." Carl Laemmle, the president of the company, published a letter, in which he said: "One thing you can be sure of: When you start out to see a Universal picture you will know it is clean—and good. You will know that the story was written by a popular author and that the cast will be excellent. You will know that you can take your children without fear that they will be shocked or made familiar with the

world's follies before their time. That's a lot, isn't it?"

So you see that the large producers have found where the real money in pictures lies. This is a hopeful sign. The other companies usually follow the lead of the large ones, although there probably will always be some in the industry who will believe that they can reap quick profits through the sensational.

Advertising methods have been one of the worst features in the recent mania for sex stardom in the movies. Advertising in itself, as I have tried to show, can do injury as well as good. It is very interesting to note that in New York City, where nude photo displays emblazon the lobby of the Theatre for the musical "Artists and Models," comedy, "Artists and children multitudes of Eighth, Ninth and Tenth Avenues have crowded about these pictures element have even crowded out the elder "glimpsers." It is time that the movies got away from imitating this kind of advertising.

The Associated Motion Picture Advertisers, Inc., and the Western Association of Motion Picture Advertisers have passed the fol-"Whereas, the lowing resolution: Motion Picture Producers and Distributors of America. through their president, Will H. Hays, have pledged themselves to exercise every possible care that only books or plays which are of the right type are used for screen presentation; to avoid the picturization of books or plays which can be produced only after such changes as to leave the producer subject to a charge of deception; to avoid using titles which are indicative of a kind of picture which could not be produced, or by their suggestiveness seek to obtain attendance by deception, a thing equally reprehensible; and to prevent misleading, salacious dishonest advertising."
Will H. Hays, in addresses be-

Will H. Hays, in addresses before the motion picture industry, has said that the need of the day is less "thou shalt not" and more "Let's go." The feeling today is that this should be reversed, and that a few "Thou shalt nots" in the movie business will spare them much criticism and bring them much larger profits.

William Wrigley, Jr., to Be Succeeded by His Son

Philip K. Wrigley, vice-president of the William Wrigley, Jr., Company, Chicago, will succeed his father as president of that organization, at the annual meeting of stockholders which will be held next month. William Wrigley, Jr., will become chairman of the board of directors, a position which will be created at the annual meeting.

C. D. Johnstone Joins Clicquot-Club Company

Chester D. Johnstone has become vicepresident of The Clicquot-Club Company, Millis, Mass., manufacturer of Clicquot-Club ginger ale.

For the last fourteen years he had been the national representative of the Eastern Advertising Company.

Ritter Account with W. B. MacKenney Agency

The P. J. Ritter Company, Philadelphia, has placed its advertising account with the W. B. MacKenney Company, advertising agency, also of Philadelphia. Ritter catsup and Ritter beans will be featured in an outdoor and newspaper campaign.

Golf Ball Account for Albert Frank

The Huntingdon Manufacturing Company, Philadelphia, manufacturer of the Gray Goose golf ball, has placed its advertising account with Albert Frank & Company, Inc., New York, advertising agency.

Prune Growers Appoint McCann

The California Prune & Apricot Growers Association, San Jose, Calif, has appointed The H. K. McCann Company as its advertising counsel. This account will be directed from the San Francisco office of the McCann agency.

E. T. Hall, Vice-President, Ralston Purina

Edward T. Hall, secretary of the Ralston Purina Company, St. Louis, has been appointed vice-president in charge of advertising.

Celotex Appoints O'Neill Ryan, Jr.

O'Neill Ryan, Jr., has been appointed advertising manager of The Celotex Company, Chicago. He succeeds M. F. Harris, who has resigned. 1925

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The Circulation of

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER

again shows an increase over any previous year of publication.

The Bulletin's circulation is the largest in Philadelphia and one of the largest in the United States.

The steady growth of Bulletin readers is shown by the average daily circulation each year for the past thirty years.

1895	6,317	1905	211,134	1915	356,531
1896	33,625	1906	222,480	1916	402,644
1897	59,281	1907	241,400	*1917	367,766
1898	113,973	1908	240,797	1918	430,614
1899	112,970	1909	249,811	1919	448,126
1900	124,855	1910	244,063	1920	488,687
1901	130,084	1911	253,565	1921	494,629
1902	130,439	1912	281,285	1922	493,240
1903	144,375	1913	291,868	1923	505,035
1904	182,904	1914	326,714	1924	518,357

1924 AVERAGE NET SALES WERE

518,357 copies a day

If you want "nearly everybody" in Philadelphia to read your advertisement, put it in the newspaper "nearly everybody" reads — The Bulletin.

^{*}All Philadelphia papers increased to 2c.



THE OFFICIAL MAGAZINE OF THE NORTH AMERICAN YOUNG MENS CHRUSTAN ASSOCIATIONS 347 MADISON AVENUE, NEW YORK

Frank G. Weaver, Editor

September Twenty-sixth

> Editor, The Red Book Magazine, Chicago, Ill.

Dear Sir:

dering if you will give me permission to reprint it in the The enclosed verses by Mr. Guest, along with the decoration, appeared in your magazine, and I am won-November issue of Association Men, which is going to be devoted largely to father and son relationship;

I would appreciate also getting from you the decoration for reproduction, if that is possible. I would appreciate also getting from you the decoration for reproduction, if that is possible.

dering if you will give me permission to reprint it in the

November issue of Association Men, which is going to be devoted largely to father and son relationship.

Gaining your permission, the reproduction would be made with full credit given to The Red Book Magazine, of course. Sincerely yours, F. G. WEAUER

SOOK Magaz One of more than 40 requests for republication privilege rece

The distribution of the February issue exceeds 960,000 copies

Another /
step up.
Final figures give
Oklahoma
5th place
in agricultural wealth

TE OKLAHOMA FARMER-STOKMAN

Oklahoma's only farm paper

Let Your Field Investigators Get Copy Material

If the Queries on Your Questionnaire Are So Planned That They Compel More Than a Mere "Yes" or "No" Your Campaign May Be Materially Benefited

By Chester E. Haring

GIMMIE, feller," said Scoopie Barnes, "all I wish for is more cold nights. There's a rival barber and two poolrooms right here, but regular as a cold night snaps along they come a-trailing in here. My Arcola was a sort of curiosity first bust, but, Lord-Almighty, nothing but the cigar counter strides with it for bringing trade."

All this is the answer of the proprietor of a barber shop and poolroom to the very simple question: "How well satisfied are you with your present heating system?"

Survey questions always should be just as simple as this one. If they are, the answers will not be merely "satisfied" or "dissatisfied" but will be as expressive and interesting as that of Scoopie Barnes.

A recent writer in PRINTERS'
INK MONTHLY says that "it is
only in rare instances that the
interview produces only statistical
information. The person interviewed does not reply in the
colorless words of 'yes' or 'no,'
or stop at the name of the make
of his automobile, or state only
whether his house is of brick or
stucco. He talks."

Thus, Scoopie Barnes does not simply say whether he is "satisfied," "partly satisfied" or "dissatisfied" with his present heating plant. He talks. And he talks in language so picturesque that there can be no doubt concerning his opinion.

Two methods are commonly used when conducting field surveys. The first method uses a very few leading questions and relies entirely upon the field men to question the persons interviewed so that the desired information will be obtained. The result is generally a running story of each interview. The second method uses more or less detailed and

lengthy questionnaires, and the task of the field man is completed when he has obtained answers to

these questions.

Each of these methods has its strengths and its weaknesses. The running story method of reporting interviews is especially valuable when the flavor of the interview is more desired than simply unadorned facts, when local color copy leads are the chief consideration. The questionnaire method reaches its greatest value when definite facts and statistical data are desired.

Both methods were combined in the survey from which Scoopie Barnes' quotation is taken. The tabulated answers to the many definite questions give the statistical information required to reach proper conclusions while the running stories reported elsewhere on each field report give the flavor and local color which are so valuable in preparing advertising.

Of course it is important in making a field survey to note who says "yes" and who "no," and that such answers be tabulated. These tabulations will confirm and make definite many opinions you may have already, and they will lead, in many instances, to new conclusions.

You cannot, however, adequately visualize your market from statistical tabulations alone. Complete insight into conditions comes when the tabulations are studied in the light of the various conversational bits which have been recorded by the field men exactly as they heard them.

Moreover, these comments will do more than flavor the statistical tabulations. They will sometimes indicate an entire copy plan, or at least form the theme of one or more advertisements. For instance,

when the purchasing agent for a manufacturer was asked about his satisfaction with certain material handling machinery, he replied with this comment on the psychological effect of a coal weighing device: "When a man is required to weigh and record every hundred pounds of coal that he burns, and knows that the record sometime or other will be compared with what another fireman has used, the effect on him is remarkable. He conserves fuel. We do not regard the record of fuel used as of great value in and of itself, but the mere fact that it is recorded has saved our company thousands of dollars in coal."

What advertising man could not write one or two of a series of advertisements from this single comment!

Every field survey on a specific product should attempt to discover the reasons why one brand is preferred to another. purely statistical tabulation of the answers to such questions frequently show "quality" and "price" as outstanding reasons-although they may not be first in rank. The various items in such a tabulation take on new significance, however, when they are studied along with such comments as: "After a fellow has bought for price for a few years, he learns to appreciate quality. We always deceive ourselves into believing we are clever buyers and that we'll get full A-1 goods at less price, but it always works out that we get even less than fair value.

It should be understood, though, that obtaining comments such as those already quoted requires field men of a high grade. They must be old enough to make everyone interviewed understand the seriousness of your inquiry; they should have personality sufficient to obtain confidence in a short interview and above all, they should be good reporters. They must be carefully trained in the proper way to conduct an interview and instructed in the method of reporting answers and comments. Certainly it need not be added

that they should understand your product, marketing methods, and have a knowledge of the fundamentals of business, merchandising, and advertising.

Your questions should be simple rather than complex. Simplicity in a questionnaire depends not so much on the number of questions as on the clearness of each question. For the most part your questions should be categorical.

Many of the men in business and industry are shrewd observers, and careful questioning by your field men will bring a rich harvest to you. Every tool maker in the country has probably faced at some time or other the problem of introducing his goods. This problem has never been stated more clearly than by one mill supply jobber who said:

I mix into politics a bit, and have had many a smile at the direct primary and other devices to control political nominations, all the way from Presidential candidates down to ward councilmen. None of these reforms has ever touched the politicians, nor has it altered in effect the choices. . . . It's the way with advertising tools; the advertising is not apt to get the fellow who controls the choices. That fellow is the workman. I grant you that he is never consciously consulted by the employer or the corporation, but all the same if he favors a tool, or a boiler compound, or a brand of soap, he has so many ways of expressing his preference and of knocking what he doesn't want, that he gets what he wants."

Not every question on a questionnaire will make a man talk, nor will every person interviewed make some comment worthy of being recorded on the questionaire. On the other hand, if your questionnaire is prepared with the intent of seeking the flavor as well as the facts, you will get plenty of both.

Joins Detroit Agency

Alfred Caldwell, previously with the Robert Smith Printing Company, Lansing, Mich., has joined the Industrial Advertising Agency, Detroit. ବ୍ୟିତ୍ୟ ବ୍ୟିତ୍ୟ

The George L.Dyer Company

42 Broadway, New York 76 W. Monroe St., Chicago The Planters' Bldg., St. Louis



Newspaper and Magazine Advertising

Publicity and Merchandising Counsel

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Giving Ninety Items Equal Prominence in a Limited Campaign

An Interesting Solution of the Family of Products Copy Problem as Worked Out by the Affiliated Aetna Companies

THE Affiliated Aetna Companies of Hartford sell ninety different kinds of insurance. Each one is important, although, of course, there are certain forms which bring in more business than others.

The problem has a familiar sound. It is the old difficulty of advertising the family of products in such a manner that the greatest good is obtained from the appro-

priation without slighting any individual members of the family. During 1925, Aetna will use full-page space in eleven general periodicals. There will be monthly insertions in each of these eleven publications. Ordinarily, that would mean only twelve different

messages through the year and it would be more than seven years before each of the ninety forms of insurance had received adver-

tising attention.

What Aetna is going to do is to use a different piece of copy for each publication. In other words, eleven different advertisements will appear in eleven different magazines every month. Multiply eleven pieces of copy each month by the twelve months of the year and you will see that there will be

space, and to spare, for the ninety forms of insurance.

There are several interesting angles to this plan. In the first place, the appearance of so many different pieces of copy will, very likely, have the effect of impressing the buying public with the extremely wide variety of insurance protection offered by the Affiliated Aetna Companies. This is a point which the Aetna organization is anxious to drive home to the public, which buys insurance in all its When customers prospects are under the impression that Aetna writes only the leading lines of insurance such as life, fire or automobile, a certain amount of business is bound to be lost.

But when these same people know that the company is prepared to furnish as many as ninety forms of insurance, the opportunity for additional business is greatly enhanced.

A second important aspect of the plan is the stimulating effect it will have on the 30,000 or more Aetna sales representatives located throughout the country. These salesmen strongly desire to have the breadth and scope of their local insurance business driven home to the insurance buyers of their community. The new plan will very effectively portray the wide program of insurance service afforded by the local Aetna agent.

Although Aetna will feature a number of different insurance forms each month, the campaign, as a whole, will preserve a distinct unity. This will be accomplished by means of the trade-mark which appears in a conspicuous position in every piece of copy. With the aid of skilful layout, the trade-mark has been placed so that it is usually the first and last point to attract the read-

er's eves.

Still another advantage of the plan was pointed out by David Van Schaack, director of publicity. He said: "This idea will enable us to advertise each of our principal lines a greater number of times during the year than has hitherto been possible, thus allowing us to have, within the limits of our general advertising campaign, an effective specialized campaign for each important branch of our business."

Barton Bias Tape Account for Lyddon & Hanford

The Barton Bias Narrow Fabric Company, manufacturer of bias tape, has appointed the New York office of the Lvddon & Hanford Company, Rochester. N. Y., advertising agency, to direct its advertising account.

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The Real Service

THE extraordinary "cooperation" sometimes offered in the guise of merchandising service costs the newspaper and the advertiser money. It is concealed in the rate.

The Indianapolis News offers a merchandising service that is neither extravagant nor costly, But it is invaluable to the advertiser.

The News knows the record of every successful merchandising campaign in its field for the past eight years. It knows this market as no outsider can know it. The News supplies gratis the facts that contribute materially to permanent success. The News offers gratis to advertisers its powerful influence with the trade. The News offers this merchandising service alike to all.

The Indianapolis News does not do for an advertiser the things he can do best for himself. It performs an invaluable service that only The News can give in Indianapolis.



Indianapolis News

Frank T. Carroll, Advertising Manager

Dan A. Carroll
110 East 42nd Street, NEW YORK

J. E. Lutz
The Tower Building, CHICAGO

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How About Your Cirin

Are you satisfied with the showing of your Cincinnati sales? Are they holding up according to the quota that was set for them? Are they making a nice steady increase month by month?

No? What's the trouble?

General business is good in Cincinnati. The old town is running true to form; her diversified industries keep employment on a normal level. Many of the biggest industries report a record-breaking business for the opening of the season. Wages are high. ing operations are still booming and there are buyers for every house that goes up. The people are eating and drinking as much as ever and as well; they are wearing as many clothes as ever and as good; they are buying furniture and household equipment, plumbing and electrical goods, radio and musical instruments as never before. Nor does the almost universal use of the automobile seem to be discouraging to the progressive shoe merchants.

CINCINNATIT

CHARLES P. TAFT, Publisher C. H. REMBOLD, Manager

25

innati Sales Quota?

If your Cincinnati sales are off, the trouble is not with the market but with your method of marketing. If your merchandise is not moving as it should perhaps there is something wrong with your merchandising program.

The Times-Star is the buyer's guide for Greater Cincinnati and the Times-Star merchandising department makes a specialty of assisting manufacturers and advertising agencies in getting at the solution of local marketing problems, lining up dealers and securing effective cooperation for advertising and sales promotion programs. For eighteen years the Times-Star has been the foremost publicity medium in this great market, both for local merchants and for national advertisers.

If your Cincinnati sales are not up to quota the Times-Star will be glad to help you put them there.

TIMES-STAR

Member of Audit Bureau of Circulations

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The Indianapolis Star

Was the
Only Indianapolis Newspaper
Publishing

More Advertising

In 1924 Than in 1923

National Representatives

Cheshaffer Group

CHICAGO EVENING POST INDIANAPOLIS STAR ROCKY MOUNTAIN NEWS DENIVER TIMES MUNCIE STAR TERREHAUTE STAR

UALITY PUBLICATION

Kelly-Smith Co.

Marbridge Bldg., New York
Lytton Bldg., Chicago

Gravure Service Corporation 25 West 43rd Street New York

The Right Way to Limit Production

Exception Is Taken, in Machine Tool Industry, to a "Printers' Ink" Editorial

By E. F. DuBrul

General Manager, National Machine Tool Builders' Association

RECENT editorial in PRINT-A ERS' INK under the title, "The Right Way to Limit Production, stimulates the writer to a bit of analytical disagreement with the editor's conclusions. His disagreement is that the editorial assumes as true in all cases something that has proved absolutely true in some The editorial criticizes manufacturers who cut down production to a minimum when the market becomes a little hard, instead of increasing the demand for what they are capable of producing economically. It classes such manufacturers with the ignorant working man who thinks there is only so much work in the world, and then loafs on the job to make that work go round. It makes the decidedly sweeping generalization that there is only one type of limited production which is sound from an economic and business principle. To illustrate that one kind the editorial cites a very sensible and admirable policy with which no one can take exception in specific cases.

Now it would be a poor doctor who would prescribe the same treatment for corns that has been highly successful in treating colds. Just because one of the biggest hardware manufacturers can successfully pursue the recommended policy, does not make that policy right for another hardware pro-ducer. Some clever hardware maker could build up a profitable business by doing custom work, making individual designs for each job. Merchant tailors do it, and perhaps there are a few men doing What would be it in hardware. ruinous to large factories may be quite economic and decidedly profitable to numbers of small producers.

The editorial assumes that there is a limitless demand for every kind of product lying dormant

somewhere. It is assumed that any manufacturer needs only to reach out and awaken that demand by producing at lower costs. selling at lower prices, and increasing consumer advertising.

But there are physical points of satiety that do limit demand. illustrate, with automobile tires. Their demand depends on the number of automobiles being operated, and how they are run, and how the tires stand up. No one buys automobile tires faster than he wears them out. If tires were as cheap as spark plugs, the total tire demand would not be stimulated by such a low price. If physical demand is for thirty million tires a year, all the high power selling, and all the high power cost reduction on earth cannot dispose of fifty millions of Though the tire makers build plants capable of producing fifty millions, they will not sell the capacity of those plants. They have simply wasted the capital expended on excess plants.

There is also such a thing as local saturation of a market. Who could dream that there is no limit to the demand for Ford automobiles on Manhattan Island? One gets the impression that that particular spot is pretty nearly a saturated market right now, for the Ford Motor Company. In proportion to the total number of automobiles passing by, one observes fewer Fords in New York compared with other automobiles than is the case in country towns. It costs a good deal to house any automobile on Manhattan. So it would not be unnatural to find that the desires of those able to house any automobile would run to higher priced ones than the excellent and cheap product of Mr. Ford. No reduction that Mr. Ford could economically make in his price seems likely to stimulate

his consumption on Manhattan to

any great extent.

Intensity of demand varies with varying business conditions that affect both the ability to buy, and the will to buy. Both of these elements must be present to complete a sale. There is no use try-ing to sell a Rolls-Royce automobile to a man who has only enough money to buy a Ford. Even though one has money enough to buy a Rolls-Royce, if his desire for display is not strong, his will to buy transportation may even be satisfied somewhere between a Ford and a Packard. Many cannot be stimulated by low prices to buy Fords, and some few are not deterred by high prices from buying swell-looking Rolls-

Then there are times when one feels more confident in making a purchase than at other times. That may be entirely psychological—emotional if you please. But when business is in a blue funk, enough buyers hold back in spite of all high powered salesmanship, low prices and everything else, so that even the Ford Motor Company cannot keep its plants running to capacity at all times. If any business embodies the editorial's principles to the fullest extent, Ford does, and here the principle does not work out as

enunciated.

Even where the principle is operative, it requires time to adjust both the factory and the trade to the new condition, and during that time the manufacturer willy-nilly has to shut down. Time is one essential in overcoming old habits and prejudices. No high powered consumer advertising can radically change those habits overnight. It takes time to introduce new products, and many a worthy business has been wrecked by not recognizing that

hard fact.

The assumption that there is limitless demand does not allow for varying elasticity of demand for various products, nor for varying elasticity in the demand for a given product. Even in consumers' necessities, some striking examples of inelasticity are evi-

dent. Take table salt. How much would consumption be stimulated by reducing the price of salt to one-tenth of its present price? True, some very efficient producer might gain a monopoly by being able to do that successfully, but the total demand for salt would not be affected by the price to any great extent. So with bread, and many other things.

RIGIDLY LIMITED MARKETS

If the producers of large boring mills or planers were to be able to make them at a profit for a third of their present cost, it is doubtful if they would sell any more than the users could find use for. The machine tool industry as a whole industry cannot produce any given size or kind of machine tool in large quantities even at times of most active demand, because the total market cannot absorb large quantities of any one kind of machine tool. To produce more than a market consumes is economic waste.

The intensity of demand for machine tools varies with purchasing power, and with the feeling of confidence in future busiconditions. It takes a heart-breaking length of time to, get users of machine tools to change their ideas of production methods, and when a shop is full of idle machinery it is a mighty poor hunting ground for salesmen who want to bag orders at any price. As a result of all these factors, the machine tool industry must provide plants large enough to serve its customers at a short, sharp peak of orders, and it must keep these plants idle for long periods waiting for its customers to order again.

Of course it tells its customers that they really make machine tools cost a lot more than they need to cost. If the customers would only smooth out the demand curve by using a little more foresight than they do, and anticipate their wants a little further ahead, the machine tool shops would not need to have so much capital lying idle, and of course so long as the users of machine tools insist on bunching their

HAVE you been told that unless you have \$100,000 to spend you'd better not start advertising?

We can start you on \$15,000.

Provided you have a quality product sold to people of means and taste.

No matter what its unit price.

Ask us to show you what the above sum can be made to produce through the Condé Nast Group of magazines.

VOGUE VANITY FAIR HOUSE & GARDEN

THE CONDÉ NAST GROUP

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orders into peaks as they do, they are going to continue to pay these costs of idleness in the price of machine tools. If they did not machine tools. If they did not pay those costs, in all the counties where machine tool shops have grown up we would find a lot of sheriff's flags flying, and then the users would have to "roll their own." Of course they pay those costs, and must, and will, until they help to cut down those costs of idleness themselves. Of course a little high-powered salesmanship helps here and there to get a few big buyers to see the wisdom of buying machine tools in a more sensible fashion, and leave the booming rush to be the pleasure of their less wise competitors. But it isn't much of a dent in the habits even of big concerns that such salesmanship can really make. There are so many directors who hold the purse strings of the large buyers, that it is pretty hard to educate the key men to the wisdom of a change in buying policy. Of course the machine tool industry should do this by advertising, and some day it will. It is starting off to do that now, in a modest way.

Dold Packing Company Reports Sales

The Jacob Dold Packing Company, Buffalo, N. V., and subsidiaries, for the fifty-three weeks ended November 1, 1924, report net sales amounting to \$46,290,788. Cost of sales for this period is reported at \$41,940,281; selling, general and administrative expenses at \$3,253,044, and net profit, after interest, depreciation, etc., at \$375,511.

Pittsburgh Agency Appointments

The Albert P. Hill Company, Inc., Pittsburgh advertising agency, bas elected H. A. Barton, vice-president and H. O. Reif, secretary. Mr. Barton was formerly with Street & Finney, New York advertising agency. Mr. Reif has been with the Albert P. Hill company for two years.

India Tire Account with Chappelow Agency

The India Tire & Rubber Company, Akron, Ohio, has placed its advertising account with the Chappelow Advertising Company, St. Louis. General publications, business papers and direct mail will be used.

"Christian Science Monitor" to Issue Three Editions

The Christian Science Monitor. Boston, beginning with the issue of Marco 30 will change its methods of publication. Three editions will be published daily. These will be designated "Atlante," "Central" and "Pacific." The circulation of each edition will be within the territory indicated by the designated name with overseas circulation distributed between the Atlantic and affect the paper which will continue as a unit publication with the usual services of the paper included in each edition.

New Accounts for Williams & Cunnyngham

The Humphrey Company, Kalamazoo. Mich.. manufacturer of Humphrey gawater heaters, the Richard-Wilcox Company, Aurora, III.. maker of door hangers, conveying systems and heavy hardware, and the John R. Thompson Restaurants, Chicago. have appointed Williams & Cunnyngham, Inc.. Chicago advertising agency, to direct their advertising accounts.

Walter S. Gifford Heads Telephone Company

Walter S. Gifford, executive vierpresident of the American Telephone & Telegraph Company, New York, for the last two years, was recently elected president. He succeeds Harry B Thaver, who becomes chairman of the board of directors. The position of executive vice-president, which was created for Mr. Gifford will not be filled.

Spring Water Account for Gardiner-Mace

The advertising account of the Greenbrier Hotel, White Sulphur Springs, W. Va., has been placed with the Gardiner-Mace Company, Inc., New York advertising agency. The advertising of White Sulphur Spring Water and Alvon Water, which is bottled at this resort, also will be directed by this agency.

"Radio Industry" Becomes Separate Publication

Radio Industry, which has been issued as a supplement to the Electrical Record by the Gage Publishing Company, New York, has been made a separate publication starting with the January issue.

Sealdsweet Account for

Erwin, Wasey
The Florida Citrus Exchange, Tampa, Fla., Sealdsweet citrus fruits, has ulaced its advertising account with Erwin. Wasey & Company, Chicago advertising agency, effective early in April.

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The President of Connecticut Electric Mfg. Co. refers to ELECTRICAL MERCHANDISING as "our business paper"—



ELECTRICAL MERCHANDISING is "our business paper" to 15,000 electrical contractor-dealers, jobbers and central-station-electric-shop managers—the men who handle the bulk of all sales of electrical appliances, lighting fixtures, wiring supplies and other electrical goods. The advertiser knows!

Electrical Merchandising

Tenth Ave. at 36th St., New York

A McGraw-Hill Publication

"To Make the South a Land of Plenty, a Land of Beauty and a Land of Rural Comradeship"



Poe

of Southern Farm Progress

Though long summers and mild winters make the building problem simpler in the South than on the average northern farm, the proper equipment of home and farm buildings is as important to the southern farmer as to farmers in other sections of the country.

No. 11 Better Buildings

For 25 years we have made a special study of southern farmers' building problems and have guided our readers in the expenditure of millions of dollars for improved types of farm homes and farm buildings.



Wallace C. Richardson, Inc. Eastern Representative

Standard Farm Papers, Inc.
Western Representative
Transportation Building, Chicago





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years young last Sunday
- and growing younger
every day/

In New Orleans
The Times-Picayune leads
in almost everything.

The Times-Picayune

Represented in New York, Chicago, Detroit, St. Louis, Kansas City and Atlanta by Cone. Hunton & Woodman, Inc.; in San Francisco and Los Angeles by R. J. Bidwell Co.

One-Word Headlines That Tell a Complete Story

A Single Word Can Be Made to Speak Volumes When Properly Selected

By A. L. Townsend

"S AY it with Brevity" is a rather popular headline-writing slogan today. Any further dis-cussion of the "wizardry of words" should take up the prob-lems and the possibilities of these cut-down headlines, whereby a few letters, wisely chosen, may speak

A series of magazine pages for Johnson & Johnson has been content to use a single word as the theme of the entire space. Indeed, these words have, in every instance, constituted the complete copy.

They represent the mescopy. They represent the message. This advertiser, apparently, has infinite belief in the power and significance of certain words.

Thus, "Confidence," placed at the top of a page, with a package of the product, and generous areas of white space, is made to tell a complete story. Would many words of explanation achieve more than the simple emblazoning of the single word, "Confidence" When the copy writer has said this, he has said all.

There are one-word headlines which, by virtue of the idea expressed, pave the way for unusually effective illustrations. "Bubbles," as hand-lettered in a half-page advertisement for The Provident Mutual Life Insurance Company, is a characteristically provocative one-word headline. The copy has to do with those dreams people have which do not always come true; a lovely home, the automobile, children sent to college.

The opening paragraph of text reads: "Day dreams-figments of imagination - bubbles - call them what you will, your plans for the future are always very real to you. They embody those things which you some day hope to see

materialize."

Something in the very word "Bubbles," accompanied by filmy

spheres in which the dreams are pictured, suggests the entire story, at first glance. There are many words of this kind. They are pictorial, poetic, suggesting much that lies beyond mere letters strung together. Too often, the tendency in headline writing is to be entirely too verbose or to tell more than can be verbally packed into a headline. The headline's very purpose is one of crisp summing up, of wise brevity, coupled with qualities which make the individual have a natural desire to read what follows.

The single-word headline, however, seems to demand some pictorial tie-up, and is at its best

under these conditions.
"Health!" a glowing word, when tied with a vivacious character study of a young woman, cheeks glowing, eyes a-sparkle, head thrown back, hair drifting out on the breeze, is an ideal ex-

"Romance" is a pictorial word, holding a bountiful supply of significant meaning. An advertiser employed this word recently, linking it with a charming study of a tiny, winding street in a French countryside village. Additional text seemed almost superfluous."

"Gee!" rang out three expressive headline letters, and here again was a world of meaning in one small word. Side by side with a buoyant, animated study of a small boy at his first radio, fists clenched, and face shining like a diamond it made a remarkably powerful arrester.

In a half-page display, a picture was used of a rollicking youngster on roller skates, shooting pell mell along directly in the path of an oncoming automobile.

And the caption was:

A five-line headline could scarcely have made this message more thrilling, more dramatic. Your inclination was to hang breathlessly on that one word.

The copy continued:

When a boy darts around a corner directly in your path. When another motorist cuts across your bows—all the skill and caution in the world won't avert an accident, There's only your brakes between you and trouble. If these brakes go back on you——! IF!

The two letters send the reader

hustling into the story.

When words can carry quotes and exclamation points, they seem to gain in power, particularly if they are words rather familiar to most people, and linked with certain situations. The eye accepts these marks as color, as action, as indicative of special, significant emphasis.

"De-lighted!" was run beneath the picture of a young housewife who had just discovered the new piano which had been set in place, and this one word told more of the advertiser's story than might one hundred words of explanatory

ext.

"Go!" hand-lettered in a bold and dashing spirit, adjoined an illustration of the start of an automobile race. It was possible to imagine the cry of the starter, the pop of the revolver, and the rush of cars dashing around the circular bowl.

"No!" displayed over a scene

"No!" displayed over a scene depicting the frame of mind of a man who had been solicited by a fake promoter to buy worthless stocks and bonds, spoke volumes.

In a musical extravaganza last season, a playlet was rendered by an extensive cast of amusing characters, and the dialogue consisted of one-word remarks, queries, exclamations and "asides." It was interesting to discover that continuity was nevertheless sustained and a complete story told, complicated in itself.

For one thing, the little drama zipped along at tremendous speed. The action of the actors seemed to be intensified by the curtailed dialogue. It was a novelty which aroused storms of applause.

Advertisers who insist upon long-winded headlines are certainly not writing in the current and

popular mood. There is a genuine need and demand for brevity.

Many advertisers insist that, in so far as possible, a picture and a headline should sum up much of the story. Thus, if by any chance, a certain percentage of persons refuse to read the longer body text, they will at least carry away some significent factor connected with the product and its use.

And the one-word headline is succeeding in accomplishing this, as impossible as it may seem.

"Everywhere" captions a manufacturer of safety switches, intent upon summing up, as crisply as he may, the fact that use and distribution are universal and complete.

A copy writer has made the statement that the word "Delicious!" is "meatier" than most sermons and chock-full of action, zest, meaning and salesmanship. Our inclination is to agree with

him.

One of the largest users of single-column newspaper displays in the country never uses more than one word in his headlines. But he goes to elaborate pains in the designing of those words. They are hand-drawn, and always filled with imaginative appeal. You can't miss them, regardless of surrounding competition.

Each word is first selected for its individual power of expression, its meaning, its packed-in energy. Then the artist does his best to suggest these meanings and this action, in the manner of his drawing. There is brawn and muscle in those words which call for it; there is delicacy and feminine charm in the very way others are delineated.

During the recent automobile show, all New York became conscious of a word, repeated over and over again.

This word was "New."

It was hand-lettered in every conceivable shape and size and angle, and was the dominating note of a very imposing series of two-column advertisements for a motor car.

"Bang!" headlines an advertisement which argues against un1925 gen-

vity. t, in nd a n of ance. sons oody way cted e is this. anutent s he disomthe elinost ion, hip. vith of ays

"A Class Magazine in a Class by Itself"



Photographed for Harper's Bazar by Baron de Meyer Posed by Miss Ina Claire

The Influence of the Selected Reader

A pebble thrown into a pond—and the ripples spread wider and wider in an ever increasing circle. Just so does the influence of the selected reader of Harper's Bazar spread. The fashions she favors, the furniture she buys, the automobile she uses, are noted and imitated by an ever increasing circle of admiring women.

Readers personally selected from families of wealth and social position by young women who are themselves members of such families —it is an ideal audience for selected advertisers

Harper's Bazar

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nd ng of a necessary noise by heating plant radiators. The word shoots out into space, followed by speed lines and an exclamation point.

Try substituting some such caption as: "Do noisy steam radiators annoy you?" and see how the vitality of the display is decreased.

The one word, when hand-embellished, is stronger. And the same identical story is suggested. Is there anything more expres-

Is there anything more expressive in our national vernacular than the barber shop cry of "Next!" "Danger" is more effective than

a sermon in many sentences.

In our language, many words
have come to stand for a great

have come to stand for a great deal through popular usage. And they make admirable headline material.

The word "You," so often featured as a headline, is a powerful and appealing headline word. It is intimate, personal, with a tug in every letter, because it speaks so surely to the person reading it.

so surely to the person reading it. The one-word headline depends entirely upon the cleverness and thought connected with the selection of this one word, and the imagination of the artist who vitalizes it, by means of hand-lettering. Lastly, an associated illustration, happily chosen, makes the single word headline an unbeatable lead-off for any advertising message.

New Accounts for Byron G. Moon Agency

The Bottum & Torrance Company, Bennington, Vt., children's suits, and the Helburn Thompson Company, Salem. Mass., Witchcraft leather, have placed their advertising accounts with The Byron G. Moon Company, Inc., Troy, N. Y., advertising agency.

National Biscuit Earnings Increase

The National Biscuit Company, New York, reports, for the year ended December 31, 1924, net earnings of \$12, 881,530 after taxes, etc. Compared with \$12,092,828 for the year 1923, this is a gain of \$788,702.

Appoints Hamilton-DeLisser

The Little Falls, N. Y., Times has appointed Hamilton-DeLisser, Inc., publishers' representative of New York, as its advertising representative.

Becomes Chernoff Beauty Products

The Chernoff Company, San Francisco, Calif., has been reorganized and its name changed to Chernoff Beauty Products, Inc. The offices of the company have been moved to Cincinnati and laboratories established at Covington, Ky. Mrs. Ida Chernoff is president; Park Gilmore, vice-president, treasurer and general manager, and Miss Eva Robinson, secretary. The Prather-Allen Advertising Company, Cincinnati, will direct the advertising of Chernoff products.

Advanced by "The Nor'-West Farmer"

J. E. V. Atkins has been appointed advertising manager of *The Nor'-West Farmer*, Winnipes, He succeeds O. A. Cohagan whose death recently was reported. Mr. Atkins has been with *The Nor'-West Farmer* for the last five years, in charge of advertising promotion and circulation.

J. H. McMurtrie Joins Beckwith Agency

J. H. McMurtrie, recently New York representative of the Philadelphia Bulctin, has joined the sales staff of the S. C. Beckwith Special Agency, New York. He was at one time with Dan A. Carroll, publishers' representative, also of New York.

"Harper Method" Account for Wortman, Brown

The advertising account of Martha Mathilda Harper, Rochester, N. Y., manufacturer of Mascaro products, and originator of the "Harper's Method" of hair treatment, has been placed with Wortman, Brown & Company, Inc., Utica, N. Y., advertising agency.

United States Chamber of Commerce to Meet

The annual convention of the United States Chamber of Commerce will be held in Washington during the week beginning May 18. This date has been decided upon so as not to conflict with the meeting in Houston, from May 9 to 14, of the Associated Advertising Clubs of the World.

Louisville Agency Incorporates

The advertising agency business which Thomas H. Stark has been conducting in Louisville, Ky., has been incorporated under the name of the Stark Advertising Company. The incorporators are Thomas H. Stark, Helen B. Stark and John Buckler.

Harold W. Davie, for the last four years with George Batten Company, Inc., New York advertising agency, has joined the Hunter Manufacturing and Commission Company, New York.

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The Leading Radio Manufacturers Prefer The Detroit News



Engineering Office of WWJ, Detroit News Radio Station, Pioneer Newspaper Broadcasting Station of America

During 1924, The Detroit News carried exclusively most of the radio advertising appearing in this territory, as is shown by the accompanying list. The News published 347.312 lines of radio advertising during 1924, practically three times that of the second paper and more than all other papers combined.

Of the advertisers listed below, note that the majority are exclusive users of The News.

Acme Apparatus Co., "Acme"
National Airphone Co., Airphone"
*Air-way Electric Co., "AirWay"
Rauland Mfg. Co., "Rauland Lyric" and "All-American"
*Atlas Loud Speaker

Atwater-Kent

*Balkite

*Baikite
*L. S. Brach Co.
*C. Brandes
*Columbia Batteries
*Crosley Radio Corpn.
DeForest Telephone & Telegraph

Co. *Dubilier Condenser Erla

Everready Batteries *E-Z Toon Radio Co. *Fada

*Exclusive

Federal *Formica

*Freed-Eisemann *Frost

Freshman Gilfillan Grebe *Holtzer-Cabot

Kant-Blo Kodel "Kwik-Lite

*Manhattan *Marco Condenser *Music Master

"Na-Ald "Signal

Steinite Thordarson

Tower's Headsets "Univernier

Greatest Circulation Week Day or Sunday in Michigan

The Detroit News





If these figures were the correct relative size (175 to 1), the smaller would be almost invisible, but they serve to give a notion of the power of DAILY NEWS RECORD, MEN'S WEAR and MEN'S WEAR-CHICAGO APPAREL GAZETTE retail subscribers as purchasers of men's apparel.

CxP RATE of any periodical.

C = Number of advertiser's possible Customers who subscribe for the periodical.

P=Average annual Purchase by such possible customers of advertiser's type of goods or services.

R=The periodical's advertising Rate.

Send for Booklet

"How to Measure the Advertising Value of Any Publication" is the title of a booklet which will be promptly sent upon request. Just mail this sheet with your name and address on the margin.



when compared with similar power of readers of a general periodical with more than 1,000,000 subscribers, mostly men. The periodical was selected because unusually complete details of its circulation were available. E

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Powerline Rate Gives FAIRCHILD UNIT Ratio of 175 to 1

THE retail circulation of the DAILY NEWS RECORD in combination with that of MEN'S WEAR and MEN'S WEAR-CHICAGO APPAREL GAZETTE constitutes a buying unit of unapproached inclusiveness and strength in the men's apparel field.

These merchants sell annually the colossal total of \$1,626,520,626 worth of men's clothing and furnishings.

By the use of the Powerline Rate, which, unlike the Milline Rate, assays a publication's circulation quality in addition to its quantity, it is disclosed that this buying need and power, compared with that of a great general periodical with a circulation of more than 1,000,000, mostly among men, is as 175 is to 1.

Which means this: In the effort to obtain national distribution for any item of men's apparel, one advertising dollar does as much work in the combination of the DAILY NEWS RECORD with MEN'S WEAR and MEN'S WEAR-CHICAGO APPAREL GAZETTE as \$176 in a typical general medium of very large circulation.

The foregoing has only to do with men's clothing and furnishings. It does not include fabrics for further manufacture or staple dry goods, of both of which other classes of DAILY NEWS RECORD readers are immeasurably the largest buyers in the United States.

FAIRCHILD PUBLICATIONS

Daily News Record Women's Wear (daily)

Women's Wear Magazine (semi-monthly)
Men's Wear and Men's Wear-Chicago Apparel Gazette
(semi-monthly)

8 EAST 13TH STREET

NEW YORK

Mexico a Market Well Worth Cultivating

Despite the Upheavals in That Country, Mexico Bought Approximately \$120,000,000 Worth of Merchandise from Us Last Year and Offers an Equally Attractive Market this Year.

Washington Bureau A LTHOUGH it is quite generally supposed that our exports to Mexico have shown a wide and spasmodic variation because of the disturbed conditions and economic crises which that country has experienced in the last decade, a survey of fifteen years of American exporting to Mexico shows a remarkable uniformity of volume. The results of this survey are presented in a report. "Mexico as a Market for United States Goods," which was recently published as Trade Information Bulletin No. 306 by the Bureau of Foreign and Domestic Commerce. Both prospective and active exporters will find its information of exceptional value.

The report states that, after long years of strife and despite the fact that of a population slightly over 14,000,000 people probably not more than 5,000,000 can purchase imported goods other than foodstuffs, and not over 3,000,000 can purchase comparative luxuries, Mexico ranked eighth as a customer of the United States in our entire world's trade for 1923. It was second in our Latin-American trade, Cuba ranking first.

The report continues:

Mexico purchased from five to twenty million dollars' worth more than did Australia. Argentine, the Netherlands, China, or Belgium; twice as much as Spain or the Philippine Islands; three times as much as Brazil or Sweden; and four times as much as Denmark, Chile, or British India. Our total exports to Mexico for 1923 were valued at approximately \$120,000,000.

But it must not be thought that

proximately \$120,000,000.

But it must not be thought that Mexico, because it already ranks among the first ten markets of the United States, cannot increase its purchases in this country. Cuba has only 3.000,000 people and yet imports annually over a quarter of a billion dollars' worth of

goods. What Mexico needs is greater production. Increased agricultural arindustrial production in Mexico will, at least for many years to come, merely change the character of our trade with that country by increasing the expert of industrial and agricultural equipment.

The report then presents an analysis of American exports to Mexico for a series of years, which shows that not only have our total exports to that country increased, but that exports of the principal commodities have kept pace with the totals. Figures are also given to show the purchasing seasons and where Mexico buys, These indicate that American exporters have held the advantage gained during the World War. Our business is well represented by commercial officials and American investments are heavy in Mexico.

On the subject of competition, the report discusses the activities of Great Britain, Germany, France and other countries, in selling the Mexican markets. It also analyzes the Mexican market for a number of special commodities. Interesting information is offered on business methods in Mexico, with some excellent advice on the establishing of agents and the appointing of local representatives.

The report is printed in a booklet of twenty pages, and copies may be had by applying to the Bureau of Foreign and Domestic Commerce, Department of Commerce Building, Washington, D. C., or to any of the branch offices of the bureau.

New Accounts for Newmark Agency

L. Warnick Brown & Company, Utica, N. V., manufacturers of Palmy Days and Happyland tobaccos, have appointed J. H. Newmark, Inc., New York advertising agency, to direct their advertising account. The Liberty National Bank, New York, also has placed its account with this agency.

Tide Water Oil Promotes W. C. Pettingell

The Tide Water Oil Sales Corporation, New York, has promoted W. C. Pettingell to the newly created position of Western sales manager. Mr. Pettingell joined the Tide Water sales staff in 1920 and for the last two years has been assistant Western manager. 25 ter and at ely with erts ent.

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THE STORY

of

A Wonderful Year

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CHICAGO EVENING AND IN CIRCULATION ANAL

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CONTINUING its history-making record of progress the Chicago Evening American during 1924 achieved advertising and circulation success to grip the imagination of every man who knows the meaning of newspaper building.

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For the third consecutive year the Evening American leads all Chicago daily newspapers in display

advertising gains.

In total display advertising the Chicago Evening American gained 635,568 lines, which exceeded by more than 467,000 lines the gain of the second evening paper and exceeded by more than 354,000 lines the gain of the leading daily morning newspaper.

Chicago merchants, thoroughly familiar with changes that have taken place in the local newspaper situation, gave the Evening American an increase of 519,306 lines over 1923, which exceeded by more than 74,000 lines the Combined Increase given to All of the other Evening, Morning and Sunday Newspapers of Chicago.

National advertisers who value the appraisal of Chicago newspapers by Chicago merchants will find the above display of preference of real importance in connection with Chicago and 1925 adver-

tising plans.

What's good for the local merchant is good for the national advertiser.

mmmmm

ANICAN IS AGAIN FIRST

mmmm

First in circulation in Chicago's evening field for more than three and a half years the Evening American became *Predominantly First* during 1924.

Its daily average net-paid total circulation for the past year was 457,386, which exceeded that of the

second evening paper by more than 57,000.

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of vill orerFrom a city and suburban circulation of 337,915 in 1923, the Chicago Evening American attained during 1924 a daily average net-paid city and suburban circulation of 396,014, a gain of more than 58,000. The second evening paper gained approximately 15,000 in city and suburban circulation during 1924 and had a daily net-paid average of approximately 377,556.

From which it is evident that reading tastes have changed materially in Chicago's evening paper field and that the Evening American is no longer merely

first but now Predominantly First.



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1925 AND CHICAGO

mmmm

A CLEAN home newspaper in the strictest application of the term, the Chicago Evening American furnishes a greater contact with representative families in this market than does any other evening paper.

The national advertiser who ignores Chicago's changed conditions in the evening paper field; who advertises for Chicago's business in 1925 on the basis of previous years will not realize to fullest extent the possibilities of this great market.

Buy advertising values as they now exist. Get 1925 facts.



Predominantly first in circulation in Chicago's evening paper field

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Why Dairymen's League Surrenders Dairylea to Borden

Dairylea in No Sense an Advertising Failure

THE Dairymen's League announced last week that after February 1 Dairylea canned milk would be sold through The Borden Company. The League expects to sell Borden two of its condensing plants and to lease it three others. The announcement will not come as a surprise to those who are conversant with the affairs of the Dairymen's League.

Since at least \$3,000,000 were spent in advertising and introducing Dairylea, many will regard the withdrawal of the association from this part of its business as an advertising failure. The facts are, however, that Dairylea has not been a failure either from the advertising or merchandising standpoint. While Dairylea has been on the market only about two years, during that time it succeeded in making a real dent in the market. The business was at least desirable enough for Borden to take it over.

Others are pointing to this incident as a sign that the much-heralded Dairymen's League is slipping. The giving up of its canned-milk business is no evidence of this. The canned-milk part of the League's business is only a very small part of its total sales. For the year ending March 31, 1924, the Dairymen's League Co-operative Association, Inc., did a total business of \$75,131,869.50. This included the sales of all kinds of milk products, such as condensed milk, ice cream, butter and cheese, as well as fluid milk. fluid milk is the big end of the enterprise. It is said that the sales for the current year will greatly exceed those of last year. The Dairymen's League's principal job is to sell fresh milk. It is not interested primarily in the calling of hypersection.

forced, however, to sell bythe selling of by-products. products because that is the only way its surplus can be disposed of during the season of heavy pro-

duction. The dairymen in New York's great milk shed must produce enough milk throughout the year to supply the tremendous New York market with its needs every day. Unfortunately, cows do not produce uniformly all through the year. Winter is the season of slack production. To produce enough milk, therefore, to supply the heavy winter demand, dairy-men must have more cows than they would need during summer, when production is at its height. This means that there is an overproduction during summer, with the necessity of turning the surplus into by-products. There are, of course, some by-products all through the year. As a whole, though, the League's by-products business did not amount to much more than 10 per cent of its total sales. The maximum production of Dairylea canned milk during any one year was 1,250,000 cases. Say that a case sold to the dealer for something over \$4 and it can be seen at once that the cannedmilk part of the business did not bulk large in the League's affairs.

HOW FAR SHOULD ASSOCIATION SELLING GO?

It is a moot question how far a farmer's marketing association should extend its selling. Should it build up its own distributing machinery and sell direct to the consumer, or should it be content to sell through existing distributing facilities? In selling its fluid milk the Dairymen's League has been satisfied to market largely through regular milk distributors. The impression seems to have got around that the Dairymen's League is gradually being taken over by The Borden Company. Nothing could be further from the truth. The Borden Company is simply one of the League's many customers. The Borden Farm Products Company, a subsidiary of The Borden Company, gets a good portion of its fluid milk from the Dairymen's League. The League has marketed its other dairy products similarly—that is, through outside distributors. For instance, at one time the Kraft Cheese Company got part of its cheese ingredients from the League.

In common with a number of independent marketing authorities, many of the 70,000 members in the League have held the opinion that the organization should have set up its own fluid milk routes and have done its own selling instead of intrusting it to an outside distributor. These members thought that the by-products should be sold in the same way. The establishment of the canned-milk business and the starting of the Dairylea campaign was a step in this direction.

"DAIRYLEA" BECAME WELL KNOWN

Whether or not it was a wise step is a matter of opinion. Certainly the campaign was well handled. Dairylea advertising appeared in a large number of mediums and a couple of years ago was so extensive that the word Dairylea immediately won a position of prominence in the advertising world. Also the advertising world. Also the advertising succeeded in getting splendid distribution for the milk—at least in the League's logical terri-

Naturally the advertising was expensive. Everyone knows that it costs a pile of money to introduce a new brand of a staple food product in a market as strongly competitive as a staple has to tackle nowadays. It is said that as much as 60 cents a case was put into advertising at one time and that the sales expense added another 25 cents a case to this. As many as 139 salesmen were employed. These men attempted to work the retail trade intensively.

As is to be expected, such high-power selling and aggressive advertising got results. Undoubtedly the League found, as nearly every advertiser finds, that sales made during a period of marketwinning are not profitable. The profit comes when the product

begins to repeat. There is no question that the Dairymen's League made some mistakes, at the outset, in merchandising Dairylea. For one thing it essayed too wide a market. It attempted sales at points beyond its logical territory, which is the East and South.

It ran up against the competition of local milk plants that could sell without the burden of the heavy freight rates which handicapped Dairylea. It shipped to States where the car rate, plus the local rate after the car was distributed, ran the freight item up to where it wasn't far from a dollar a case. But after all, these were minor errors, which were soon corrected. They in no sense interfered with the success of the campaign.

The big thing the League had to determine was whether or not it wanted to do its own selling or to let established distributing organizations act for it. Apparently it has decided on the latter course.

There has been a 6 per cent increase in the number of dairy cows in this country during the last year. There has been a still larger increase in other countries. This means greater competition, particularly in dairy by-products. Foreign countries cannot send their milk surplus to us in the form of fluid milk. They can only ship us the by-products. Whether this country can absorb all this surplus dairy production remains to be seen. Authorities think that dairy farmers will fare better by cutting down their production than they will by increasing their selling. In the meantime, with competition as keen as it is, the well-organized, well-financed company, able to advertise on an extensive scale, such as The Borden Company, is best prepared to meet the market on its own terms.

Henry Schott Joins "The Nation's Business"

Henry Schott, formerly vice-president and general sales manager of the Seaman Paper Company, Chicago, has joined the editorial staff of The Nation's Business, Washington. He was at one time with Montgomery Ward & Company as vice-president in charge of sales and advertising.

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"Hats Off to The New York World!"

"IN THE NEW YORK WORLD is exampled a newspaper whose greatness comes of the spirit which animates its columns and determines its news and editorial policies. It is a spirit which not only permeates its editorials, brightens its news sections and enhances the importance of the vast metropolitan community which it serves, but one which superimposes on all of these things a color of gayety and a quality of sincerity to intrigue the public fancy and persuade the public conscience."

> -JOHN TEMPLE GRAVES in the "Palm Beach Post"



MALLERS BUILDING CHICAGO SHATTLE

NEW YORK SAN FRANCISCO

PULITEER BUILDING GENERAL MOTORS BUILDING DETROIT SECURITIES BUILDING CHANCERT BUILDING TITLE INSURANCE BUILDING LOS ANGELES

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Time-Payment Plan to Double Paint Sales by 1926

HOME owners in every town of the United States can now have their homes painted on a partial payment plan which has been adopted by the Save-the-Surface Campaign, Philadelphia. This plan provides for the sale of materials to home owners as well as to painting contractors.

The property owner is to pay 20 per cent down and the balance in ten equal monthly instalments. Interest at the rate of 2½ per cent will be charged on unpaid monthly balances which is equivalent to 6 per cent per annum. The dealer or painter receives his money in cash shortly after the job is com-pleted or the material delivered.

Lack of capital has prevented many painters from getting all the business to which they are en-titled. This lack of capital has fostered a lack of initiative which is a serious handicap to the growth of the industry. It is anticipated that the new plan will remove this difficulty and double the sales of the paint industry by 1926. It is expected that the amount of business which the dealer can do will no longer be limited by his capital but solely on his ability to obtain contracts and execute his work properly.

The advertising of the Save-the-Surface Campaign has done much to educate the people to the economic necessity of surface pro-tection. This was the first step in breaking down sales resistance. The second step was to induce consumers to exchange money for paint and varnish products instead of those of other industries. The paint interests decided that the solution of this problem of competition was to be found in the perfection of a system which would bring the payment of this cost within easier reach of the home owner. The fact that time payments have been so widely used in home buying made it seem logical to extend

the idea to the upkeep of the home.

Nearly a year has been spent in experimenting on a feasible plan by the Save-the-Surface Campaign. As a result, arrangements have been made with two financing companies with which the Campaign will work ex-clusively in 1925. Commenting on this arrangement, Ernest T. Trigg. chairman of the Campaign, says: "The Campaign has a responsibility to direct the application of this method along right channels. If not given national direction many different plans would be submitted by finance companies to home owners. Dealers and painters would become endorsers of the paper, and this might cause a very unfortunate condition. As it is, the Campaign will give supervision so that a uniform plan is adopted, with proper safeguard for the public."

The public will be informed of the plan through co-operative newspaper campaigns conducted by the retail paint trade in the principal cities. E. V. Peters, president of the National Paint, Oil & Varnish Association, is chairman of the Save-the-Surface Campaign sub-committee which is directing the working of the plan. Other members of the committee are: R. H. Horsburgh, treasurer, The Glidden Company: L. H. Schroeder, treasurer, Sherwin-Williams Company, and S. B. Woodbridge, sales director of the Du Pont Company.

Bullet Proof Vest Advertised

Advantage is being taken by the American Armor Corporation, New York, of the publicity given in newspaper reports to hold-ups and robberies of pay-roll clerks and employees handling money. This company is tying up with these reports by calling attention to its bullet proof vests in its newspaper advertising. The copy tells of the safety provided by these vests, one of which is reproduced in an accompanying illustration.

B. S. Trynin with Greenleaf

Agency Ben S. Trynin, formerly with Lord & Thomas, and the Sun-Maid Raisin Growers, has joined The Greenleaf Com-pany, Boston advertising agency. le nt le ۹۰

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You can't lose an Advertisement in the American Weekly Magazine Any more than you Can lose the effect Of one!

In a twenty-four page Medium, your advertisement Must perforce Stand out like A Beacon Light From the land!

Its 4,500,000 circulation Is almost double that Of any other medium on Earth.

Its rate about half! Eight dollars a line!



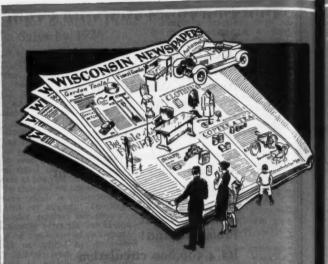
1834 Broadway, New York

THE AMERICAN WEEKLY is distributed with the following Sunday Newspapers:

New York—American Boston—Advertiser Washington—Herald Atlanta—American Syracuse—American Rochester—American Detroit—Times

k-American
Advertiser
ton-Herald
American
-American
-American
For Worth-Record
Baltimore-American
Times
Milwaukee-Sunday Sentinel & Telegram

"If you want to see the color of their money - use color"."A.J.K. his fa. 1 th i day die 1 th i day



715,000

Prosperous
Wisconsin Families
Shop from the
pages of their
Daily Newspaper

GOING into practically every city and farm home in the state, Wisconsin Daily Newspapers are the shopping guide for the most uniformly prosperous people in America.

Skilled wage-workers in a score of industrial cities—prosperous grain, fruits and vegetable farmers with the profits of a bumper crop to spend—America's largest group of dairy farmers with their steady weekly milk and cream checks—all are readers—all are buyers, and heavy buyers of those products advertised in their daily newspaper.

Let us give you the facts on how scores of national advertisers have utilized Wisconsin Daily Newspaper Circulation and Merchandising Service to build a permanent and profitable market in this state. Address the Secretary, 419-421 Sycamore Street, Milwaukee, Wisconsin for complete and illuminating details.

Wisconsin Daily Newspapers

83,760 Subscriptions in December

In the last month of 1924 this new record was established for Better Homes and Gardens. On January 2-the first working day of the new year-6,489 subscriptions were received by mail.

During 1924 many advertisers recognizing the responsiveness of this market gave us increased lineage, but-

ON DECEMBER 31, MORE BUSINESS WAS SCHEDULED FOR 1925 THAN CARRIED IN 1924

Here is a market of home-lovers in cities. towns and suburbs reached by a magazine with a net paid circulation of more than 550,000.

You can sell anything that is needed in or around the home thru its advertising columns.

MARCH PRESS RUN 630,000 COPIES

Better Homes and Gardens

E. T. Meredith, Publisher Des Moines, Iowa

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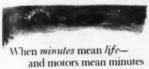
Com verti

guisl adve

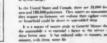
How Harvard Made Its First Advertising Awards

Jury Selects Nine Winners of Awards Established by Edward W. Bok

FROM some 5,000 entries made by about 150 advertisers, agencies and individuals, a jury of ten men has selected nine winners of the Harvard Advertising Awards, established by Edward W. Bok. The names of these wintional advertising campaign of Lux, a product of the Lever Brothers Company, deemed most conspicuous for the excellence of its planning and execution among the national advertising campaigns for specific products or services of



We get the apparatus out. The rector tracks or results were which was almost expansible for large





AN ADVERTISEMENT FROM A CAMPAIGN THAT THE JURY PICKED AS THE BEST INSTITUTIONAL ADVERTISING OF 1924

ners were made public at a dinner given in Boston on the evening of January 26. In making its selections the jury gave consideration only to advertisements, campaigns and research work that had been specifically entered for this contest by advertisers, advertising agencies and individuals. Its awards, are not intended to be a judgment made on a study of all advertising done in 1924. From the entries made it selected the following as winners:

(1) The National Vigilance Committee of the Associated Advertising Clubs of the World: Awarded a gold medal for distinguished contemporary services to advertising.

(2) J. Walter Thompson Company: Awarded \$1,500 for the na1924 coming under the attention

of the Jury of Award.
(3) Barton, Durstine & Osborn, Inc.: Awarded \$1,500 for the national advertising campaign of the General Motors Corporation, deemed most conspicuous for the excellence of its planning and execution among the national cam-paigns of a general or institutional character for 1924 coming under the attention of the Jury of Award.

(4) Barton, Durstine & Os-born, Inc.: Awarded \$1,500 for the local advertising campaign of R. H. Macy & Company, con-sisting of a series of small edi-torial advertisements, deemed most conspicuous for the excellence of its planning and execution among the local advertising campaigns of 1924 coming under the attention of the Jury of Award

of the Jury of Award.
(5) J. Walter Thompson Company: Awarded \$1,500 for an advertising research titled "An Investigation into an Analysis of

conspicuous research of 1924 coming under its attention, the purpose of which was to reduce or preclude unwise and wasteful expenditure in a specific advertising program.

Take Baby and Go!



THE WINNER OF THE AWARD FOR THE ADVERTISING DEEMED MOST EFFECTIVE IN ITS USE OF FICTORIAL ILLUSTRATION

Subscription Circulation of five General Magazines in Metropolitan Cincinnati by Various Groupings," considered by the Jury of Award the most conspicuous research of 1924 coming under its attention, the purpose of which was to bring economy and secure efficiency in advertising by producing information of general value or furthering the knowledge and science of advertising.

.(6) Barton, Durstine & Osborn, Inc.: Awarded \$1,500 for an advertising research titled "Field Survey Report for the American Radiator Company," considered by the Jury of Award the most (7) Metropolitan Life Insurance Company, with recognition to Robert Lynn Cox, Second Vice-President, in charge of advertising. and to Hawley Advertising Company: Awarded \$1,000 for a distinguished individual advertisement titled "100 Years to a Day." deemed most effective in its use of English among the advertisements of 1924 coming under the attention of the Jury of Award. In the opinion of the jury it possessed the additional value of being one of a series of advertisements of similar merit.

(8) L. Hayward
Bartlett, of Eastman
Kodak Company;
Awarded \$1,000 for a
distinguished individual advertisement entitled "Keep a Kodak
Story of the Children," deemed the
advertisement most
effectively accomplishing its purpose in a
few words among the

advertisements of 1924 coming under the attention of the Jury of Award.

(9) Erma Perham Proets of Gardner Advertising Company, St. Louis: Awarded \$1,000 for a distinguished individual advertisement of Pet Milk, a product of Pet Milk Company, titled "Take Baby and Go," deemed most effective in its use of pictorial illustration in any form among the advertisements of 1924 coming under the attention of the Jury of Award.

The members of the jury that made these awards were: O. C. Harn, advertising manager, National Lead Company, New York,

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FOREMOST!

TO extol the merits of The Enquirer would be rather verbose. The best proof of its value is found in the reputation it has with its readers.

With fearless, compelling dominance it stands foremost in the run of Cincinnati newspapers.

It is the vanguard of all news, reader interest and opinions. And as it leads its readers in the march of daily living, so will it bring your message to real Cincinnatians: The buying power of the market.

Include The Enquirer on your spring schedules.

I. A. KLEIN Chicago New York The

R. J. BIDWELL CO. 742 Market Street San Francisco

CINCINNATI ENQUIRER

One of the World's Greatest Newspapers

and president of the Audit Bureau of Circulations; H. K. McCann, president, the H. K. McCann Company, advertising agency, New York; George C. Sherman, president, Sherman & Lebair, Inc., advertising agency, New York; Harry Dwight Smith, president, & Smith, advertising Fuller Cleveland; Philip L. agency, Thomson, publicity manager of the Western Electric Company;

Yes, it's a pleasure but-

It's a great pleasure to say "charge it." In fact, it's a pleasure that has never been half celebrated. These two little words give you, indeed, a feeling of pleasant irresponsibility. A lean hank account may grow fat next month. If not, you can put off paying the bill.

And when you say "charge it" you gain convenience. You don't wait for change. Seying "charge it" would be ideal, would be aniversal, except for one lurking fact. When you say "charge it" you are really saying: "! agree to pay a little more for this accommodation."

New York has a great many people who ou't care to say this. They shop at a depart-sent store—Macy's—which has no charge coounts, and which sells for cash at prices lower

ight, 1994, by R. H. Mary & Co., for., John Street & So

AN EXAMPLE FROM THE PRIZE-WINNING RETAIL ADVERTISING CAMPAIGN

Milton Towne, treasurer, Joseph Richards Company, Inc., advertising agency, New York; E. W. Parsons, advertising director, Chicago Tribune; Condé Nast, president of the Nast Publications, Vanity Fair, House & Garden and Vogue; Dr. Melvin T. Copeland, professor of marketing, Harvard Business School, and Dr. Daniel Starch, associate professor of business psychology, Harvard Business School, Neil H. Borden, assistant dean of the Harvard Graduate School of Business Administration, was secretary of the jury

Only advertisements published or advertising research conducted in whole or in part during the period from October, 1923, to October, 1924, were eligible for consideration in these awards. Furthermore, only advertising campaigns which had been directed primarily through newspapers

or periodicals were given consideration for the awards. Anvone familiar with the original conditions laid down when the Bok Awards were first established will recognize from a reading of the awards that there has been considerable deviation from the

original conditions.

Originally, the first award, that of a gold medal, was to be given to an individual who was considered to have done most to raise standards of advertising through acts performed or brought to a culmination during the year. The Jury of Award, after considerable study on this particular prize, finally decided to change the basis of award by making organizations as well as individuals eligible for the prize. With this change in conditions made, the National Vigilance Committee of the Associated Advertising Clubs of the World was awarded the medal for its work in drawing the attention of advertisers and the public to the fact that advertising is more effective when truthful and credible.

Only one award had been specified in the original conditions for the best national advertising cam-The jury found it impracticable to proceed on that basis, and therefore recommended that two awards be made under this classification: (1) For the advertising campaign of the year of a general character that was most conspicuous for the excellence of its planning and execution, and which sought publicity on a national scale or over a large territory for an institution. This was the award given, as noted above, to Barton, Durstine & Osborn, Inc., for the campaign of the Gen-eral Motors Corporation. (2) For the advertising campaign of the year which was most conspicuous for the excellence of its planning and execution and which sought publicity on a national scale or large territory for specific products. This was the award that was given to the J. Walter Thompson Company for the Lux campaign of Lever Brothers Company.

There was no change made in the conditions of award for a local advertising campaign. After



A Few Years Ago

There was no way to support a mass campaign aimed at business men. You had to buy again and again a showing before the whole mass to get adequate pressure on important executives.

To-day

Nation's Business-without waste-thickens your showing in your richest markets-and adds pressure on executives where you need it most.

NATION'S BUSINESS

Washington 170,000 Circulation (Member A.B.C.)



As built by a Delineator reader

from a Delineator house plan (illustrated on the opposite page) obtained from The Delineator's Home-Building Department.

The DELINEATOR

THE BUTTERICK COMBINATION (THE DELINEATOR and THE DESIGNER)



THE PLAN

As published in The Delineator

This is only one of the famous house plans designed by Donn Barber for *The Delineator's* Home-Building Department.

The DELINEATOR

Founder of

BETTER HOMES IN AMERICA

unanimously voting this award to the campaign of R. H. Macy & Co., the jury expressed regret that it could not see its way clear to make the award to a local product campaign, but the distinguished character of the Macy campaign made that campaign thoroughly deserving of the award. The Macy award was not given for that store's regular run of adver-

ducing information of general value in furthering the knowledge and science of advertising, or (b) it has reduced or precluded unwise and wasteful expenditure in a specific advertising program." The jury voted to make awards for both of the classifications, giving the first award to the J. Walter Thompson Company for the Cincinnati Survey, as already report-

ed, and the second to Barton, Durstine & Osborn for a "Field Survey Report for the American Radiator Company."

The jury had difficulty in dealing with the awards for distinguished individual advertisements. In fact. it finally decided to eliminate entirely one of the original awards, namely that for the advertisement most effective in its use of

typography. The committee was unanimous in its choice of the advertising of the Metropolitan Life Insurance Company as being "the individual advertisement being most effective in its use of English." The jury also was unanimous in its selection of an Eastman Kodak Company advertisement headed "Keep a

Kodak Story of the Children," as being the advertisement most effectively accomplishing its purpose in a few words.

At the last meeting of the jury it was voted to recommend to the Harvard Business School a change in the basis of the awards for individual advertisements, setting which up three classifications would fall generally under the heads of (1) Advertisements relying primarily upon text, (2) those relying primarily upon illustration, (3) those which depend upon a combination of illustration and text to deliver their message.

In the original announcement it (Continued on page 73)



has her own way of hasping it. I sinceth with natural oils hadden the she surface.

AN EXAMPLE FROM THE PRIZE-WINNING CAMPAIGN ON A SPECIFIC PRODUCT

tising, but for a special campaign carrying an editorial type of copy, that has been appearing for some time in New York newspapers.

The conditions governing the award on research, like those on national campaigns, had to be On this particular changed. award it was found advisable to give two prizes. The original condition read as follows: "This award will be given for the advertising research of the year which has come under the consideration of the Jury of Award as most conspicuous because: (a) it has brought about economy or secured efficiency in advertising by pro-



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The Story of an Advertising Agency that was ahead of its time

AND A PROPHECY CONCERNING TOMORROW

TWENTY-FIVE years ago the head of our agency opened an office in New York and sought customers for his services as an advertising agent.

He had a background of several years of successful experience as an advertising manager, and a deep-seated conviction that painstaking "follow-through" was as important as it was then rare in connection with advertising. The principle upon which he began business was that the advertising agent should share the responsibility for this "follow-through" as well as for the more spectacular phases of his clients advertising.

OF WHAT AVAIL was it to spend large sums to attract people's attention and stir their interest if this interest was not followed up systematically, persistently, intensively? If the advertising impulse was not followed through?

In those early days of advertising the agency business was pretty much a scramble for "billing." With a few shining exceptions advertising agents acted largely as spacebrokers. "Copy" was usually thrown in, but agency service as we know it today was yet to be taken up gen-

erally as an agency conception.

RAY D. LILLIBRIDGE believed that he could expect a certain income from agency commissions, but he knew that in many cases commissions on his "billing" would not pay for the kind of job he wanted to do for his clients. At least not in the early stages of his work for them. He realized that in a sense he would have to be independent of "billing."

THERE SEEMED to be just one way to make certain this independence. That way was to charge every client a substantial fee as the basis of his remuneration, regardless of the amount of advertising to be done or the methods or media to be employed.

SOON after obtaining his first accounts a new conception of agency service confronted him—a conception that was to develop a number of years later in the agency field into the high-sounding terms Market-Research and Product-Analysis.

HE DID NOT THINK in capital letters of this new phase of what he regarded as a good working principle for an agency. He did not even realize that he

was ahead of his time. To him it seemed simply common sense to find out everything he could about a client's market, and how the product or service met the needs of that market, before starting to advertise.

That sounded simple enough. But he soon discovered that it took a great deal of time—time that had to be taken from more profitable work. And presently he came to a realization of the cost of this intensive research and "follow-through" that he applied to all of his clients' advertising.

In short, he learned, as every advertiser and advertising agent was to learn later—that market study in advance of advertising and "follow-through" in continuation of advertising involved a great deal of work not contemplated by the commissions earned by an account, or even adequately covered by a fee that seemed justifiable.

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HE FACED an important decision. Should he essay to raise his clients' fees? Or should he blink the importance of market study and 'follow-through,' and become a space broker like most of the other agencies of that day?

THE SITUATION eventually was met by adding a budget plan to his fee system and creating what is now known as the Lillibridge "Fee-and-Budget System," a system under which this agency has operated successfully for many years.

What is the LILLIBRIDGE

"Fee-and-Budget System"?

THIS system is a combination of the fee system already described [we charge a minimum retainer of one thousand dollars per month] and the sound business practice of making out separate budgets covering every phase of an advertising program before it is undertaken.

When we prepare such a set of budgets we figure definitely on market study, on the preparation and placing of advertisements, and on the necessary "follow-through" plans and materials. For example, our budgets include in addition to

the cost of publication space the carefully estimated cost of art work, type composition, engravings, copy, printing, postage, booklets, catalogs, mailing, etc. To these items we add a charge to cover the costs involved in the details of creative and production work and the mechanics of thorough-going "follow-through."

WITH SUCH carefully worked out budgets a client knows in advance not only the amount of his advertising bills, but also where every dollar he appropriates for advertising is going and what it is expected to accomplish for him.

And because we are assured of a fair return for our time and skill and labor, irrespective of whether the expenditures are made where the commissions are nil, the relationship is ideal for every dollar of the client's advertising appropriation producing every dollar's worth of results that his and our combined skill and experience can make it produce.

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The question sometimes arises: How do you reconcile this "Feeand-Budget System" with the agency commission system? The answer is that it logically complements the commission system.

Commissions earned by a client's advertising are credited

first against the charges for creative work and then against his fee up to the total amount of that fee—which incidentally is larger in some instances than the minimum retainer heretofore mentioned. Beyond that point they are retained by us, for we neither split nor rebate commissions.

THE 'Fee-and-Budget System' has enabled us to take on clients whose promotion work had to be largely of a development nature during the first years, with little opportunity to employ publication advertising space, and to give these clients the same quality and measure of service we have given those clients who were thoroughly established advertisers, using a considerable volume of space.

We work a bit differently

OUR way of working is to crystalize our clients' needs and problems, whether they pertain to distribution, sales, good-will or prestige, and set up "objectives." We then formulate plans for reaching these "objectives" in the most direct way and by the most economical methods possible, and carry these plans through to the last detail, after they have been approved by the client.

As you will have gathered by now, by "to the last detail" we mean more than the usual details connected with the production, placing, and checking of advertisements. We mean the

details of research; work with the trade or profession; preparing dealer literature, sales bulletins and direct-by-mail advertising; editing house organs; compiling and printing catalogs; writing technical treatises, popular articles and books; compiling accurate mailing lists for special promotion purposes brief, all those jobs" that are generally considered as unprofitable nuisances around an advertising agency and indeed often around the advertisers own offices] but which must be carefully worked out and dovetailed with the more spectacular part of any advertising program if anything like the measure of success possible is to be realized.

Our business has grown steadily for 25 years.

Our desks and our minds are free from unprofitable accounts.

OUR BOOKS show no losses resulting from carrying speculative accounts and we have no credit risks.

WE HAVE PROVED the soundness

of our "FEE and BUDGET System."

WE HAVE PROVED the effectiveness of the "objective" method of tackling advertising problems.

And repeatedly we have demonstrated our ability to achieve remarkable results with very modest appropriations by virtue of well-planned and carefully executed "follow-through," handled as an integral part of the advertising program.

And now we hazard a prophecy -

WE believe that the next big step in agency service is going to be the realization of the importance of "followthrough."

IT TOOK MANY YEARS for the advertising agents of the last generation to discover the importance of market research and analysis and to screw up their courage to the point of charging for this work on a proper basis.

Now signs are beginning to point to a similar awakening to the importance of "followthrough" and we believe many of the advertising agents of Tomorrow are going to consider "follow-through" as important as market-analysis has come to be considered.

MEANWHILE, among the responsible executives to whose attention this message may come there are doubtless some who will be glad to know of an agency that has been doing business successfully on such a basis for 25 years and can refer to a fine clientele. It would be a pleasure to explain our service in greater detail to any such.

RAY D. LILLIBRIDGE INCORPORATED

A GENERAL ADVERTISING AGENCY WITH AN ENGINEERING BACKGROUND

Established 1899



Incorporated 1909

III BROADWAY

New York

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was stated that awards were to be made to individuals. In its administration, however, the Harvard Business School found that to enforce this provision would cause injustice because it felt that advertising work is rarely the work of individual effort. Accordingly, this provision was not enforced, and material was accepted in the names of organizations. This provision of accepting material in the names of organizations as well as individuals will govern in the future.

With the thought in mind that there would be an educational value in a large number of these campaigns, the jury recommended to the Harvard Business School that certain campaigns be made available for exhibits with the understanding that so far as possible a digest of the plans which accompanied the campaigns be presented. The jury also recom-mended to the Business School that publication be made of individual material with full presentation of briefs in so far as the contestants would agree to their release.

A new set of awards will be open for competition during 1925. The conditions under which the 1925 awards will be made will be announced within a short time by the Harvard Business School.

Matteson-Fogarty-Jordan Add to Staff

M. L. Quateman, formerly assistant advertising manager of the L. Fish Furter Company, Chicago, and advertising manager of the Cole and Dunas Music Company, Chicago, has joined the copy staff of the Matteson-Fogarty-Jordan Company, Inc., Chicago advertising

J. Goldstein, for the last six years with the Western office of The Dakota Former and The Northwest Farmstead, Minneapolis, also has joined this agency.

"House & Garden" Appointments

John W. Snowden, who has been with the Condé Nast Publications, Greenwich, Conn., for the last five years, has been appointed New York representative of House & Garden, Arthur M. Sherrill, formerly on the Condé Nast promotion staff, will now represent House & Garden in Philadelphia and the South.

Advertising Capitalizes on Criticism

The Philadelphia Rapid Transit Company, immediately after a heavy snow storm, placed cards in its cars showing its service blocked by motor trucks on the car tracks. The only wording on these cards was: "One cause for your delay."

delay."
After these cards had been displayed After these cards had been displayed a few days, the Autocar Company, Ardmore, Pa., used space in Philadelphia newspapers to say: "Thank you, P. R. T., for using a picture of an Autocar Motor Truck on some of the cards being displayed in your street cars to show the causes of traffic delays." The advertisement then went on to say that Autocar trucks reduce such delays. duce such delays to a minimum because they took up less street space due to their shorter length, because they can be backed to the curb and still leave. space for street cars to pass.

Lamp Manufacturers Planning Campaign

The Association of Lamp and Shade lanufacturers, which recently was Manufacturers, manufacturers, which recently was formed at Chicago, is planning to conduct an advertising campaign in which approximately \$200,000 will be spent. It also is framing a code of ethics as a guide to its members in the conduct of their business. Alfred Goldsmith. of L. D. Block & Company, New York, is chairman of the association.

The association will urge upon retailers a more representative type of advertising of lamps and shades that will serve to emphasize, more than is done now, the importance and decorative value of lamps in the home. now, the

John Budd Augments Staff

John Budd Augments Staff
The John Budd Company, publishers' representative, has made the following additions to its New York sales staff: Michael J. Foulon, William C. Johnson and J. Francis Byrne. Mr. Foulon formerly was with the Federal Advertising Agency, Inc. Mr. Johnson had been with the Tracy-Parry Company, Inc. Mr. Byrne previously had been with S. G. Lindenstein, Inc. Edmund Hume, formerly with the Wendell P. Colton Company, Inc., has been appointed office manager.

been appointed office manager.

Albert M. Ross Company Under New Ownership

The Albert M. Ross Company, com-mercial art, Chicago, has been acquired by Earl Blossom, Richard Fish and Rolf Johanson. The new firm will be known as Blossom, Fish, Johanson, Inc. Mr. Ross has joined the staff of Lord & Thomas, Chicago.

Best Lock Company Appoints

C. Van Horne
Charles Van Horne has been appointed advertising manager of the
Best Universal Lock Company, Seattle,

A Disagreement on How to Take Star Salesmen Down a Peg

An Exponent of Different Methods from Those Used by Sales Manager Williams, Tells How He Would Do It

R ECENT issues of Printers' Ink have contained a series of actual letters written by B. J. Williams, director of sales of The Paraffine Companies to his salesmen. These letters were reprinted exactly as Mr. Williams wrote them.

Among the letters was one written to a salesman named Jackson. Jackson was a star salesman. But he was doing certain things which mitigated against his chances for further success and drastic action was necessary or a valuable man

would be lost.

Consequently, Mr. Williams wrote a letter to Jackson which really rode roughshod over him. This appeared on page 25 of PRINTERS' INK for December 4, 1924, under the title: "Taking the Star Salesman Down a Peg."

The letter was read by E. M. Paget, vice-president and sales manager of the Continental Chemical Corporation with the result that he wrote PRINTERS' INK: "If I were writing to Jackson, I think I would word it something like the attached letter. I wonder what would be the outcome if you would publish my letter and ask for an expression of opinion as to which would be of the most lasting good to the company Jackson served."

Readers are invited to refer back to Mr. Williams' letter in the December 4 issue, compare it with the one that follows and then let PRINTERS' INK know which, in their opinion, best serves its pur-

pose.

Here is Mr. Paget's letter:

"DEAR ED JACKSON:

"I was thinking the other night about Frank Bacon in 'Lightnin' and something about his career. And in many ways it reminded me of you

of you,
"You know how many years
Bacon plugged along doing whatever he could get to do in the best

way he could—dreaming all the while of the day when he would be a real star. And finally, after about fifty-five years of discouragement the day came when he saw his name in big electric letters reading 'Frank Bacon in Lightnin'.' If you ever saw him in this play you know how perfect he was—how carefully he acted every detail. He epitomized his life's ambition in that play. It was a cruel blow of fate that snapped him off just as his big moment had arrived.

"You know you have some dandy accounts." Based on what all of us call success, you rightly feel that you have 'arrived.' But think what would happen if a competitor took some of these accounts away from us. You would have to do a lot of hard work to get someone to take their place,

wouldn't you?

"Why not be another Frank Bacon by putting every ounce of energy you possess not only into keeping these accounts, but in developing every possible prospect in your territory? Plug right after them the same as Bacon plugged for success. Use all your talents securing the small ones, as well as the large ones, for the small one of today is sometimes the big fellow of the future, and you can lose several small accounts and not feel it so keenly as to lose one big account. Particularly so, because the remaining ninety out of the original 100 will probably increase in purchases enough to make up the deflecting And it is easy for you to get fifteen or twenty to take the place of the ten who have gone.

"You have done well, but you want to do more, and I want you to do more, for I know you can.
"And I know you are not satis-

fied to stand still. There are better jobs ahead of you, mine included, when you show yourself e

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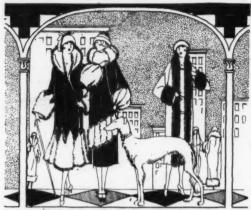
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\$20,268,360 just for Women's Coats

Is spent by readers of the Journal-Post family alone.

Nine reliable Kansas City retailers estimate that the average woman of the Journal-Post reader family buys 1.4 coats a year at \$60 a garment.

In Kansas City alone the Journal-Post women readers spend \$8,999,256 annually for coats.

Have You Apparel to Sell Them? - Here's Your Market.

MERCHANDISING COOPERATION

KANSAS CITY JOURNAL-POST

VERREE & CONKLIN

New York

Chicago

Detroit

San Francisco

to be the man to take them. You know I get some credit, too, when your sales increase and when it is apparent that you are getting the largest volume out of your territory, but you gain more by it than I do. And since we both have something to gain and nothing to lose, will you not show me, and the company, just how good you can be?

"I would like to talk to you and will at the first chance, but I am sure this letter will be received just like it is intended and that it will result in the greatest good for all of us.

"Sincerely and truly vour friend,"

Prune Association Plans for 1925

I. O. Rhodes, president and acting general manager of the California Prune & Apricot Growers Association, has an-& Apricot Growers Association, has announced that a strong sales campaign will be conducted in 1925. The campaign will be backed by advertising, concentrating on the two-pound carton of Sun-sweet prunes. Sales and advertising drives were conducted in thirty-one cities last year. The 1925 campaign will be extended over a larger territory.

With Dunlop Tire & Rubber Corporation

Robert G. R. Schumann, formerly in charge of the Baltimore branch of the Miller Rubber Company, is now in charge of the commercial sales department of the Dunlop Tire & Rubber Corporation, Buffalo, N. Y.

Herbert Peter, formerly with the Buffalo Express, also has joined the Dunlop company as editor of plant publications.

Campaign Soon to Start on Cotton Batting

The Niagara Cotton Company, Buffalo, Niagara Cross-Quilted cotton batting, has placed its advertising account with the E. P. Remington Advertising Agency, of that city. An advertising campaign is now being planned which calls for the use of women's publications and farm

United States Stores Sales Increase

The United States Stores Corporation, New York, reports gross sales of \$30,-761,880 for the eleven months ended November 36, 1924, compared with \$15,942,727 for the same period in 1923. This is an increase of \$14,819,153. The company now operates about 1,050 stores.

Southern Manufacturers to Advertise Brick

The Tennessee-Kentucky Brick Manu The Tennessee-Kentucky Brick Manu-facturers Association will conduct an ad-vertising campaign on brick in Tennes-see and Kentucky. The campaign will start about the middle of February and newspapers will be used. The executive offices of the association are in Nash-ville, Tenn., and Horace L. Huson is executive secretary. The Casey-Lewis Company, Inc. Nashville advertising agency will direct this advertising.

H. C. Green Buys Puritan Soap Company

Harry C. Green has acquired owner-ship of the Puritan Soap Company, Rochester, of which he is president and treasurer. Adrian Leys is secretary. Walter J. Haig, formerly with the ad-vertising department of the Larkin Com-pany, Buffalo, has been appointed sales

manager.

New Offices for Ludlow Typograph Company

The Ludlow Typograph Company, Chicago, has opened offices at Boston and Atlanta. P. I. Robbins is New England district manager at Boston. Murray Howard is Southern district manager at Atlanta.

Studebaker Sales Increase The Studebaker Corporation, South Bend, Ind., reports sales for the last quarter of 1924 of 34.000 ears, compared with 22,581 for the same period in 1923, an increase of 50 per cent. Earnings for the four-months' period of 1923 are estimated at about at \$4,500,000.

Moline Implement Company Formed

The Moline Implement Company has been organized at Moline III., and has taken over the plow factory and tillage implement business of the Moline Plow Company. R. W. Lea is president of the new company and P. H. Noland is vice-president in charge of sales.

Buffalo Agency Changes Name

The name of the Eclipse Advertising Agency, Buffalo, N. Y., which was organ-ized by Lee F. Heacock in 1912 has been changed to the Lee F. Heacock Ad-vertising Agency. The change is one of vertising Agency.

Baltimore Sales Managers Conference Elections

E. Lyell Gunts has been elected chairman of the Baltimore Sales Managers Conference. Paul M. Taylor was elected vice-chairman and N. M. Parrot. etc. retary.



We can't keep back the good news any longer-

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Net Paid Sunday

as a Vice-President

The circulation of the Sunday News now exceeds 1,000,000 copies net paid.

THE NEWS

Advertising Company

New York's Picture Newspaper

25 Park Place, NEW YORK 7 S. Dearborn St., CHICAGO

Bil

On January first F.W. HARVEY, Jr.

formerly General Manager of Extension Magazine

joined our organization as a Vice-President

McJunkin Advertising Company

Dominant Idea Advertising Outdoor · Newspaper · Magazine 5 South Wabash Avenue, Chicago

Small Town Stuff

Some Actual Experiences with Dealers Out in the Sticks That Executives
Will Find Thought-Provocative

By C. L. Funnell

NOT so long ago a little matter in Pittsburgh provided a periect excuse for me to leave my desk. A telegram dated me up with one of our salesmen, enabling me to pick him up in Youngstown, Ohio, and ride around with him in towns where the evening paper comes out every Friday night if the printer's devil is able to induce the one-cylinder, four-cycle gas engine to assume a state of continuous rotary motion. We met, and talked with, and shot pool with, and went to the movies with quite a few gentlemen who sell wire and fuses and lighting fixtures and electrical household appliances.

Let's take Bert Hoogenhoff first. As you've already guessed, Bert's ancestors wore wooden shoes without spine-saving rubber heels. We reached Bert's town about 9 A. M. The first thing we saw was a cobweb on Bert's front window. As we stepped in through the front door Bert emerged from the back room carrying a side wall lighting fixture from which some wire dangled. This he carefully laid on the cash register, leaving him fire to shake hands.

"It's about time you showed up here, Bill!" he greeted. Need I say that Bill is our salesman? He usually makes the town about every two weeks, but had been doing a little campaign stuff elsewhere and this was his first call on Hoogenhoff in a month.

"It's about time," continued Hoogenhoff. "Here I got to go to a party Friday night and you promised to help me pick out my new suit of clothes and I been waiting two weeks for you. We better go right over to the Empire Clothing Company now and get it."

We did. With consummate tact Bill persuaded Bert to abandon his interest in a gravy-brown suit with light brown stripes in favor of a soft blue serge. Then the matter of shirts came up.

"What sleeve length do you take?" asked Bill.

"Sleeve length?" questioned Bert in astonishment. "I never had no trouble with my sleeves.

Ain't they all the same length?"
"Does everybody with a 15½
neck have the same length arms?"
Bill countered. So we measured
Bert and he remembered that
sometimes his wife had to take a
tuck in his sleeves and sometimes
she said his sleeves were too
short, and ever afterward Bert
will ask for a 35 sleeve!

Back at the store we remarked scathingly about his show window. "I'll tell you," explained Bert. "There's no use washing a window unless you put in a new display. I got no time for window trimming. What do you think, I

am, a milliner?"
"You wash that window." directed Bill, "and we'll trim it."

"Hot dog," snickered Bert.
"Anything to see a salesman work!"

As soon as we could see through the glass we stepped across the street to have a pedestrian's-eye view. The morning sun fell on the plate glass so that the migror effect was pretty beavy.

the mirror effect was pretty heavy. "We'll fix that," said Bill. He fished some nickel polish out of his bag, and rescued a huge electric percolator from one of Bert's counter display cases. The percolator had a big, spherical body, and when Bill had it shining to suit him, he placed it in the middle of the window. A boy passing aimlessly stopped and turned his head on one side. A woman crossed the street and looked. A milkman pulled up his horse in front and leaned out of his underslung chariot to stare.

I went outside myself and dis-

covered that the polished spherical surface acted like a distortion mirror and made short, fat people out of tall, willowy persons. And Jeff Churney runs an electrical from across the street the shiffe contracting business in the next itself magnetized the gaze.

When I went inside again Bill was asking Bert how come there weren't any electric washing ma-

chines on his floor.

"We sold the last one the other day. We're too busy wiring to bother with them for a while. Wait till we get caught up."

"Has Mrs. Totten bought a ma-

chine yet?"

"No, she ain't. She just keeps talking about it. If you knew these folks the way I do you'd know they don't mean anything by talking about washing machines.

Bill lifted the receiver off the

telephone and gave a number. Totten?" he asked. orning. This is Mr. "Mrs. "Good morning. What day Hoogenhoff's store. next week will be convenient for vou to have us demonstrate a washing machine at your house? Monday? Fine. We'll do your washing for you. Monday about 8:30 then.'

AN OVERLOOKED IDEA

"Now, darn you," said Bill, hanging up, "you have a date to demonstrate one of our machines and you haven't got a machine in the place. We'll just make out a little order here, and then telephone it in so you'll be sure and get your machines on time."
"One will be enough."

"One will not be enough. You'll sell one to Mrs. Totten Monday, or I'll crown you. And then you'll get her to suggest demonstrations to three of her friends. You'll get a better price on six, so we'll make it six."

And he did!

Bill told me afterward that every time Bert gets his floor cleared of washing machines he forgets he's in the business and goes after the other lines. When there are two or three machines on his floor staring him in the face, Bert will work to sell them. You hear a lot about not overstocking the dealer, but there's

such a thing as letting him run too low, also.

town - twenty-five miles away from Hoogenhoff's native heath. When we dropped in on Jeff he was just telling Eddie, one of the boys, to take the truck and deliver Mrs. Putnam's vacuum cleaner. After introductions I got an invitation to ride up to Mrs. Putnam's, seeing the town

"That big brick building," said Eddie. "pointing to a structure opposite the town hall, "is our Y. W. C. A."

"Girls live there and eat there

and so on?" I asked.

"Some. But the big idea is a sort of housekeeping institute where they teach 'em how to run a house and how to buy meats and Got a swell cooking course there. Ought to taste the pies my young lady friend dopes She goes there."

"Do they use a vacuum sweeper

there?"

"You tell 'em! I sold 'em one of ours and they use it to teach

the girls with."

"Great. I'll bet you use that to sell your prospects with. Like this: 'Mrs. Goofus, this same machine is used by our Y. W. C. A. in its domestic science courses."

"Gosh!" Eddie just missed a silent policeman. "I never thought of that. Say! Before we de-"Gosh!" liver this machine to Mrs. Putnam I'd like to show it to a tough prospect I got. Would you come in and kind of tell her this Y. W. C. A. stuff so I can see how it goes?"

Eddie did a wonderful introduction, about how this man had come all the way from New York to tell her about the vacuum cleaner. It sounded a little heavy, but we managed a sale, between

A couple of days later we made a rather large town that has a large foreign - born population. Our dealer there is a foreigner himself, and sells his people in their own language. Very proud25 un

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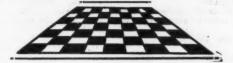
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Linoleum

stands near the top of the list of improvements made by 15,000 families enrolled in our 1924 Home Improvement Contest, a

Linoleum laid in kitchens and bedrooms over bare wooden floors.

Congoleum rugs specified by name over and over. WHY?

FARM AND HOME readers naturally ask for brands familiar to them through advertising*

> Write for a summary of the amazing results of the 1924 contest.

Bigger Contest in 1925

*Are our readers on speaking terms with Your brand name?



New York

Address all correspondence to 456 FOURTH AVENUE SPRINGFIELD, MASS. 5 So. WABASH AVE.

CHICAGO

ly, he showed me proofs of his advertisements in foreign language newspapers.

In the geometric centre of one of these advertisements was a

coupon.
"What does the coupon say?" I asked.

"She say, this coupon entitles the holder to buy one washing machine, if presented this week." "Does anybody tear it out?"

"Sure! My people very thrifty. A coupon is a coupon. They tear it out and bring it in here. Then it out and bring it in here. we show them the machine.

Quite a few we sell."

We went into his office, in the rear, leaving the front store to the mercies of a salesman. Presently we heard the front door open and there ensued a stream of foreign language. A woman, we gathered, was inquiring about

a washing machine.

To the layman it sounded as though civil war was imminent.

We listened subconsciously for the dull thud that would tell of emotions raised to the point where words no longer provided sufficient outlet for the rising voltage

of the soul.

After a while, however, the tide of talk ebbed, and the salesman stuck his head in the door and closed one eye. In his hand he clutched one of the coupons entitling the holder to buy one washing machine-and a ten dol-

lar bill.

Opening a back door, the salesman yelled something to some-body, and a moment later there arose the wail of a Ford being backed out of the alley. We went to the window and watched the driver put a shining new washing machine in the rear of the truck. The machine was followed by a folding camp chair. Next a pair of steps was adjusted to the truck, and before our eyes the customer was helped to a seat beside her washer, and the back of the truck slammed shut. truck, washer and customer disappeared down the street.
"The ladies," the boss explained,

"sometimes their minds change. But if we take them right home and the neighbors see the new machine unloaded and our salesman tells the neighbors that our customer has a wonderful new washing machine so she can launder like a lady, she never change her mind!"

When we dropped into Van Ridder's Electric Shop one morning, a couple of days later, we found Van busy with a customer. We wandered out back to the workshop where motors are repaired and a twelve-cup percolator stands ready to brew Java for anybody who'll put in fresh water and snap the switch.

One of the boys stood at the bench, wiring up a side-wall fix-ture. He greeted us cordially enough, but seemed downcast, and presently confided that he had dropped a few dollars in a card game the night before. Bill disappeared, and when he came back

Van was with him. "Say," exploded Van, addressing the wireman, "I'm glad you did lose some dough last night. Bill here just gave me an idea. He says to make a salesman out of you. When you wire a house you introduce the owner to elec-Then why not introduce tricity. her to the uses of electricity, too? Sell her electric cleaning and electric washing. You can do it. I'll pay you a commission over and above your salary for everything you sell or every sale that results from a lead you turn in. You can make up your loss and give yourself a salary raise every week.

"Now you beat it right up to Mrs. Watson's with that fixture and date her up for a vacuum cleaner demonstration!"

. .

Bill is a pretty high type of Everywhere representative. went dealers asked him the sort of questions that showed their faith in his judgment. How much rent should they pay for a store on State Street? Would it pay to move? Would 100 inches a week in the newspaper bring them twice as much business as fifty? can you teach a wireman's helper to be polite over the telephone? Is it all right to cut prices on Christmas toy stock in January or

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isten-in On

Within the next few weeks radio audiences will tune in on New Orleans' new 500 watt station.

This station W. S. M. B. will be operated jointly by the SAENGER AMUSEMENT COMPANY, one of the four largest amusement enterprises in America, and THE MAISON BLANCHE, one of the South's largest department stores.

THE NEW ORLEANS ITEM, and THE MORNING TRIBUNE have arranged with radiophone station, W. S. M. B. for the exclusive newspaper studio rights for the broadcasting of routine news.

THE MORNING TRIBUNE, THE NEW ORLEANS ITEM and THE ITEM-TRIBUNE will each thoroughly cover the radio field from both the local and national viewpoints.

RATES

The Morning Tribune and The New Orleans Item Combination \$.15 per line flat The Item-Tribune, Sundays. . . . \$.18 per line

JAMES M. THOMSON

A. G. NEWMYER Associate Publisher

Publisher *

Los Angeles

National Advertising Representatives JOHN BUDD COMPANY

New York

St. Louis Chicago San Francisco

Seattle

Atlanta



a recognized to

In industry, a testing laboratory, such as the U. S. Bureau of Standards, determines the worth of a tool or materials.

In the business paper field, the recognized testing laboratory is the Associated Business Papers, Inc. The qualifications are exacting and severe. An A. B. C. audit is only one of the requirements for membership in this Association.

Of as much, if not more, importance are high editorial principles, fair competition, clean advertising, the maintenance of fair rates, honest methods for obtaining circulation and a general publishing policy which seeks first of all, the highest degree of service to the field. All of this and more is covered in the A. B. P. Standards of Practice. And to remain in the association these standards must be ever maintained by a publication.

THE ASSOCIATED BUSINESS PAPERS, INC.

Over 120 Papers Reaching 54

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C.

testing laboratory

In industrial advertising, as in industry itself, good tools, or equipment, are essential. An advertiser's power of expression is limited by his means of expression.

A. B. P. papers are "tested" tools for you—they will carry your message directly to the buyer, a message strengthened by the influence of the medium.

The A. B. P. provides a standardized basis for the intelligent selection of business papers that are necessary to trade and industry, and indispensable to advertisers.

No longer need an advertiser, or his agent, guess which business papers should have the preference.

A. B. P. papers may be chosen with the same confidence with which you buy standard, trademarked merchandise. Chosen not alone because they deserve it, but because it PAYS.

A.B.P.

es Member of The Associated Blisiness Papere, Inc.", means proven circulations, PLUS the highest standards in all other departments.

Headquarters, 220 West 42d Street - New York Fields of Trade and Industry

is it better to hold it over for next fall?

The fact that Bill is the kind of man who can inspire that confidence, and who can answer questions, makes his volume high and his credit problems low. The Bills of the country are making business men out of storekeepers—and perhaps one answer to the much discussed matter of distribution is to put more Bills in the field!

Gain in Radio Sales

Sales of the Radio Corporation of America for the two months of November and December are estimated at \$22,000,000. This is nearly as much as the \$23,000,000 gross income from sales of radio apparatus, reported for the entire year of 1923. It is expected that the total sales for the year 1924 will exceed \$45,000,000, or almost double that of 1923. David Sarnoff, vice-president and general manager of the Radio Corporation, estimates the total radio sales by all companies at \$350,000,000. This would compare with total sales of \$120,000,000 for 1923.

Cleveland Engineering Company Appoints H. H. Fleming

Hart H. Fleming, formerly with the development department of The Standard Oil Company of New Jersey, both in this country and in Europe, has been appointed manager of The Oil Conservation Engineering Company, Cleveland, Ohio, succeeding Stephan H. Brooks, resigned.

Hat Accounts for W. I. Tracy

The advertising accounts of the Madge Evans Hat Company, manufacturer of Madge Evans hats for girls, and the Ambassador Cap Company, maker of Bobby Lee hats for boys, have been placed with W. I. Tracy, Inc., advertising agency, also of New York. Both companies are operated under the same management.

New Business Paper Started at Montreal

A new publication, Women's Weer Market Netus, is being published in Montreal by H. C. Sault. For a number of years he was Montreal representative of Canadian Drygoodsman and Women's Wear.

George W. Vassar, recently art director of The New York Institute of Cartooning, New York, has started an advertising art business under his own name at that city.

Progress in Prosecuting Mail Frauds

Washington Bureau of PRINTERS' INE RECENTLY, the Post Office Department announced that, from March 4, 1921, until October of last year, 851 fraud orders were issued against as many companies or individuals. Growing out of the activities of the Solicitor's organization of lawyers and postoffice inspectors, there were 2.246 arrests during the same period. Under the criminal fraud statute there were 2,870 indictments and 891 convictions. Under the conspiracy statute there were 253 arrests, 346 indictments, and seventyeight convictions.

Undoubtedly the most effective weapon of the Post Office Department in preventing the fraudulent use of the mails is the issuance of the fraud order. Such an order means that the person or company against which it is issued can receive no mail, and all letters and mailed communications addressed to the person or company are returned to the sender or to the dead letter office. The report of the Department states that the sum saved to the public during the last three years through the exercise of this power probably runs into the billions.

Changes in Ohio Electric Company

A. A. Serva, for the last three years second vice-president and general manager of The United Electric Company, Canton, Ohio, and president of the Ohio Electric Company, Inc., New York, has resigned. He will resume his former position as assistant to the president of the United Alloy Steel Corporation. The McCaskey Register Company, and the United Electric Company. Mr. Serva is succeeded by A. B. Clark, formerly general manager of Altorfer Bros., Peoria, III.

W. F. Marr, vice-president and director of sales of the Ohio Electric Company, Inc., New York, also has resigned.

Jewel Tea Sales Increase The Jewel Tea Company, New York, reports sales for the year 1924 of \$13-\$42,950, compared with \$12,468,761 in 1923, an increase of \$1,674,189 or 8.6

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OMSTRALS



MINSTREUS



MINSTREL arrived at the castle.

was lowered. Up went the portcullis. With respectful ceremony, the minstrel was ushered before the baron and his knights.

For here was entertainment. Here was a fresh point of view. Here was a visitor who knew the nobles of the land, who was received by them in their banquet halls. Huge doors that would not yield to conquering armies swung open to admit the minstrel.

To-day the minstrel's function is performed by five magazines.

To the castles of America they bring entertainment, opinion, fresh ideas. They are welcomed with pride and read attentively by both men and women.

But the minstrels of modern times have one charm which the minstrels of long ago had not. They know the best of everything to buy. They can recommend the

finest motor and the best of sweets, the safest bank and the most fashionable apparel.

The Quality Group magazines go into the homes of the well-to-do—the able-to-buy. This has been recognized for years.

The Quality Group

ATLANTIC MONTHLY HARPER'S MAGAZINE REVIEW OF REVIEWS SCRIBNER'S MAGAZINE W O R L D'S W O R K



681 FIFTH AVENUE, NEW YORK BOSTON · CHICAGO · SANTA BARBARA

More Clarity, Please, in Your Package Directions

A Woman Suggests That You Write Your Directions Down to the Most Stupid of Users Instead of to a Hypothetical Highbrow

By Ruth Leigh

THE other day I was talking neighbor about curtains. She had a pair that were faded, and expressed her intention to take them around to the cleaning and dyeing place to have them dyed to their original color.

"Why don't you dye them your-I suggested. "Get a package of ____ Dyes, and it will be easy. Why, that cleaner will charge you two or three dollars to dye those curtains and you can do it yourself with a package of ten cent dye."

"Perhaps. But I never could dye things myself—and do it right. I just don't know how." Well, there are directions on

the package. Just follow them." "That's easier She laughed. said than done. Did you ever read the directions on the . Dye package? I've tried a dozen times to follow them and they're Greek to me. The most confused jumble of explanations I ever saw. I'd rather spend two dollars and let the dyer do his job, be-cause I can't make head or tail of ____ Dyes."

I thought that was a most interesting, first-hand illustration of package directions that kill the sale of a product. Out of curiosity, I purchased a package of the dye to see if I myself could follow the directions and dye a scarf sucessfully.

But the directions scared me away, too. They were the most confused, garbled, unintelligible bunch of explanations I ever read. Wet this and dip that. Immerse once and boil again. Dye and Rinse and dip. Boil. Salt.

I threw up my hands in despair. I began to see why my friend preferred to pay two dollars to have her curtains dyed properly.

All of which brings me to a

very concrete suggestion to manufacturers who would aid us with package directions on their product. Please, oh, please, make them clear. Remember that while the way to use your product is extremely simple and obvious to you, it is not so simple to the average user. I presume that if the manufacturer of the dye in question were to meet me face to face and explain his dying directions, he would wonder at my stupidity.

Well, perhaps I am stupid. Perhaps my neighbor is stupid. Don't you think, then, that it would pay you to write your directions down to the most stupid of users, instead of to some hypothetical highbrow known as

The Average Consumer?

ORDERLY DIRECTIONS

I am Mrs. Average. And when you tell me how to use your product. I beg of you to put the directions in the order in which I carry them out. For instance, if the first operation is wetting the article to be dyed, then tell me to do that first. Let me get that complete, then tell me the second thing to do. It makes me mad to follow one direction, then to find that I have to go back and do something before that first step is carried out. In short, I think package directions should be written so that they can be carried out in consecutive order. complaint is that many of them are not so stated.

Three years ago, I bought a vacuum cleaner. After the sales-man completed his sale, he produced a set of six imposing looking implements which he proudly called "attachments."

"Of course, you'll need thesefor cleaning your upholstered furniture, your radiators, your curtains-a hundred and one things."

I wasn't quite sure of their use, but he seemed so certain that I couldn't get along without them that I nodded.

That nod cost me five dollars—the price of the extra attachments to my vacuum cleaner. Well, I've had that handy device now for three years, but I have yet to use my attachments. Why? For the simple reason that I don't know how to attach them to the cleaner.

When the salesman sold it, I asked about using them. Deftly he connected the upholstery cleaning device and demonstrated it. It looked easy. Then he pointed to a sheet of directions, in answer to my question.

"Oh, you'll have no trouble connecting these attachments. Just follow the directions on this sheet," he assured me.

Well, that sheet is now in front of me. I read it diligently, and still yearn for some enlightenment.

How, for instance, can I possibly understand the following: "When using attachments always take bristle brush out of nozzle. The suction shoe is attached to cleaner nozzle by means of metal button on bottom of base casting over which is hooked the hole in the steel band on the suction shoe. The front of the suction shoe is clamped to the front of the nozzle by means of the thumb screw and lug."

And so on—a whole beautifully printed sheet—about as clear as mud to me.

What under the sun is a suction shoe? What is a base casting? And what, I pray you, is a lug?

And what, I pray you, is a lug?

Being feminine, my knowledge of mechanical terms is rather slender. Does any manufacturer expect me—or my sister—to understand this highly technical explanation of how to use the vacuum cleaner attachments? If he does, I fear his knowledge of the feminine mind is as slight as mine of mechanical devices. I have looked all over his diagram

for something called a "lug" but not one lug do I see.

When you have a more or less technical explanation to make to the average woman, Mr. Manufacturer, I think you'll do better to say it with pictures than with words such as "base casting" and "lugs." If those vacuum cleaner directions contained pictures of hands connecting those attachments, I rather feel that I could carry them out.

The producers of Rinso-Lever Brothers-have the right idea. On their package, with directions, they have tiny thumb nail sketches showing hands carrying out the directions. We see the way to dissolve the powder - because there's a picture, with a little explanation below. Then, there's another sketch showing the way to pour the solution in the washing machine. When they want to tell us to "use enough to get big lasting suds even after the clothes are in," they show us a little picture of the type of suds we should have.

A product recently put on the market, called Drano, for removing stoppage from bowls and sinks successfully uses an illustration in its directions. After all, we're all primitive, no matter how intelligent, and we understand pictures more quickly and easily than words. When the average woman is busy at her housework, she likes directions that she can grasp quickly, without waste of time.

One of the soap flakes now on the market has package directions that tell you how to wash delicate undergarments. Of course, the idea of this—and of almost all directions, is to make you believe that you can perform the operation with the smallest possible quantity of flakes. You are told that a half teaspoonful of the flakes to a bathroom bowl of water will make beautiful, lasting suds.

Some day I should like to invite the man or woman who wrote those soap flake directions into my home, and show him exactly 925 but less to nutter

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Mail-order Catalogs

There are only a few printing houses properly equipped to do fine mail-order catalog work. It is an advantage to the department store or specialty store to place this kind of business where it will be handled with a real knowledge of its needs.

Make a note now. "See Francis about our next mail-order catalog."

Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

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how much you get in the way of suds when you use a half teaspoonful to a bathroom basin of water. The suds just ain't. No, Mr. Man, to get real juicy soap suds from your flakes you have to use considerably more than one-half or even one teaspoonful—that is, if you want your garments to be clean and fresh.

Which brings me to my second suggestion to the writer of directions: make them accurate. In your efforts to prove how far your product will go, and how economical it can be, don't make understatements. They have the same effect on the mind of the average woman as do exaggerations.

FAULTY DIRECTIONS

I have in mind a certain soup flavoring preparation. The directions on the bottle tell you "just a few drops." Well, I used a few drops one day. I might as well not have flavored the soup, because they were absolutely ineffective. To give the soup a taste, one must use about a tablespoonful. At least, that has been my experience.

And while I'm on the subject of directions for the use of household goods, may I suggest that the manufacturer actually get the viewpoint of his user, in preparing the directions? For instance, when you tell a woman to use a pint or a quart or a gallon of water or milk-don't assume that she has pint or quart measures, or that she knows how much a gallon is, without some marked I have in mind a container. certain jellied dessert. You are told to mix the contents of the package with a pint of boiling water.

I remember well (in the early married days with inadequate kitchen equipment), attempting to make this dessert. I was told to "use a pint." How much was a pint? I looked around my tiny kitchen in despair. I had no pint measure as yet. Then I got provoked at the product; how on earth was I to guess how much a pint was without a measure?

Now wouldn't it have been just as easy for the manufacturer to tell me that a pint equals two ordinary drinking glasses? Then my problem would have been solved.

My point is simply this: When you tell a woman to use a given quantity, tell her how much that quantity is, not only in standard measurements, but in terms of simple household quantities.

I really believe that a manufacturer of food products, in preparing package directions, should prepare them not for the experienced housewife, who will probably carry out the directions correctly, but for the young, inexperienced housekeeper, the bride, who needs expert help. I know that has been my experience with most cook books, too. They're written for the experienced housekeeper in technical language—not for the inexpert beginner.

One of the tinting products on the market, Tintex, recognizes this. The company tells you to use a gallon of water, then realizes that you may not have a gallon measure, so it proceeds to insert, parenthetically, that "a bathroom wash-basin holds about a gallon of water." Then you carry out the directions with confidence.

My next suggestion to manufacturers in preparing their directions is to make them legible. I wonder why some advertisers spend a lot of money in expensive advertising space, in elaborate lithographed containers, and then tuck away the most important part of the package—the directions—in some far, remote corner in four- or six-point type.

Take, for instance, one of the best known breakfast foods on the market today. Its round box is lithographed in three colors, with the trade-mark prominently on the front, but the directions are in such tiny type, that one would positively need a magnifying glass to read them.

There's a popular cleaning fluid, with directions on the bottle label equally hard to read.

Bear in mind that the average woman reads these directions 1925

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when she is in the midst of housework, and that it is exasperating to have to strain one's eyes to read. Or, if the housekeeper is more mature and needs reading glasses, the chances are that she doesn't carry them around with her doing her housework. that case, the package directions are equally useless.

My best suggestion to manufacturers is that they tabulate their directions. This makes them extremely easy to read and simple to follow. When you are carrying out directions, numbered consecutively 1 2, 3-and so on, you get a feeling of satisfaction in following them step by step.

The majority of packages today have their directions in paragraph form, or sometimes in solid blocks of type, with no paragraphs to make easy reading; that is why so many of them are illegible. The cleaning fluid I mentioned before has thirty-six solid lines of directions, undivided by paragraph, white space or number, Naturally, I would not call this simple set of directions to follow

Speaking for the average user of the average product, I may say that we have three practical reuests to make of you, Mr. Manufacturer. I summarize them here: (1) Make your package directions clear, simple to understand. (2) Make them accurate. (3) Make them legible.

Becomes "Southeastern Hotel Journal"

J. Ben Wand, publisher of the Southern Lumber Journal, has purchased the Southeastern Hotel Register, Jacksonville, Fla., and has changed its name to the Southeastern Hotel Jour-

Both publications will be represented in New York by Victor Sebastian, and in Chicago by Duane Wanamaker of the Ardath Advertising Service.

G. G. Diffenbach with Philadelphia Dairy

George G. Diffenbach, formerly with The Richard A. Foley Advertising Agency, Inc., Philadelphia and New York, has become advertising manager of Abbotts Alderney Dairies, Inc., York, has Abbotts

Better Bedding Alliance to Advertise

The Better Bedding Alliance of America is going to have the public know the truth about beds and bedding. This is to be brought about by a national advertising campaign. The first steps in this campaign were taken during the annual convention of this organization which was held last week at Chicago.

which was held last week at Chicago. The plan embodies much of an educational nature as well as the following out of ideas which individual members have been using in their advertising. A slogan is to be adopted which proposes to teach the public to look for a high standard of bedding and which will act as a spur to the manufacturer to keep his product up to a high standard.

as a spir to the manufacturer to keep his product up to a high standard. William P. Green, director of the National Vigilance Committee of the Nasociated Advertising Clubs of the World, addressed the convention on the work which has been done by the committee during the past year in co-operating with the alliance to prosecute those bedding manufacturers who misrepresent and mislabel their merchandise. As a result of his report and the reports of members from States in which the committee was most active in carrying out such prosecutions, the Alliance voted to continue this work with the Vigilance Committee during the coming year. Committee during the coming year.

Million Dollar Campaign for Music Master

The advertising plans of the Music Master Corporation, Philadelphia, for 1925, call for an appropriation of at least \$1,000,000 for the advertising of Music Master radio sets, loudspeakers and supplies, according to Walter L. Eckhardt, president. The company now maintains offices at New York, Pittsburgh and Chicago and plans to open sixteen additional offices during 1925. Sales for 1924 are reported at \$3,687,947, compared with \$191,795 in 1922, the year in which the company was organized.

New Accounts for Waters

Agency The National Equipment Company, Springfield, Mass, manufacturer of candy Springfield, Mass, manufacturer of candy and chocolate making machinery, has placed its advertising account with the Francis M. Waters Advertising Agency. also of that city. Business papers and direct mail are used.

The Holyoke Card & Paper Company, Holyoke, Mass., manufacturer of Ranger and Kroydon covers and Brightwood card-boards, has also placed its account with the Waters agency.

the Waters agency.

Golf Practice Device Advertised

. The Golfers' Supply Company, Spring-field, Ill., informs the trade that golf and sporting journals throughout the country are being used to advertise the Par-Tee, a device for indoor golf prac-

Wisconsin Newspapers Extend Advertising Program

A T the annual meeting of the Newspaper Advertising Managers of Wisconsin, held at Milwaukee, plans were outlined for continuing the national and local advertising eampaigns now appearing over the signature of Wisconsin Daily Newspapers. The present campaign, the largest of its kind yet undertaken by associated State newspapers; has been appearing in metropolitan newspapers in the East and Middle West, in business papers, and in some forty Wisconsin daily newspapers. Present plans include the extension of the campaign and its continuance over a period of three years.

It was unanimously decided to invade the Houston convention of the Associated Advertising Clubs of the World to be held May 10-14. Other Wisconsin organizations and interests including advertising clubs, manufacturers and dairymen, are to be included in plans which promise a delegation of imposing proportions. Fostered by Wisconsin daily newspapers the "On to Houston" delegation of Wisconsin boosters will make the trip in a special train.

W. F. Dunlap, president, Klau-Van Pietersom - Dunlap - Younggreen, Inc., Milwaukee, spoke on: "How Dealer Co-operation Helps or Hinders the Success of the Newspaper."

The association's annual dinner was addressed by Carl A. Johnson, president of the Wisconsin Manufacturers' Association, who spoke on the aims and ideals of the advertising campaign being conducted by his association in educating the State on the value of industry. Geo. F. Kull, secretary of the Wisconsin Manufacturers' Association, outlined the progress of the manufacturers' campaign.

H. A. Alarick, advertising manager of the Wausau Record-Herald, was elected president. The vice-president is M. M. Kelly, advertising manager, Eau Claire Leoder-Telegram, and secretarytreasurer, Paul J. Skemser, advertising manager, Superior Telegram,

H. S. Mann, business manager of the Racine Journal-News, was appointed chairman of the advertising committee to head plans for the continuation of the campaign. Other members of this committee are: H. A. Alarick, advertising manager, Wausau Record-Herald; Thos. G. Murphy, advertising manager, Janesville Gasette; E. J. Robinson, advertising manager, Green Bay Press-Gasette, and H. R. Young, advertising manager, Kenosha News.

This committee will work in conjunction with the following committee of publishers: John Black, Wisconsin News, Milwankee; E. G. Hourst, Milwankee; E. G. Hourst, Milwankee Journal; I. U. Sears, State Journal, Madison; T. L. Lenchan, Milwankee Sentinel; Chas. Broughton, Sheboygan Press-Telegram.

Richard Prather Retires from Active Business

Richard Prather has resigned as president of The Prather-Allen Advertising Company, Cincinnati, but will continue with the company as chairman of the board of directors. During the next year he will retire from active business and reside in California where he has gone for his health. The new officers of the agency are: Douglas Allen, president and treasurer; John H. Allen, vice-president, and Miss Josephine L. Quigley, secretary.

Change in Officers of Hall & Emory Agency

D. Van Anderson, who has been associated for several years with the Hall & Emory Agency, Inc., of Portland, Ore., has become president, treasurer, and general manager. George E. Hall, who had been president, becomes vice-president, director, and general advisory counsel. Frances Nunn is secretary. L. E. Franseen is contact director.

New Railroad Employees' Magazine

A new magazine under the name of the Louisville & Nashville Employets' Magasine is to be published at Louisville, Ky. The first issue will appear in March. Koch's List of Railroad Magazines, Chicago and New York, has been appointed national advertising represencative. , 1925

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As you turn through the advertising pages of the latest magazine, see how a bit of superb typography stands out in bold relief from all the rest! Bundscho's specialty is fine typography



J. M. BUNDSCHO, INC.

Advertising Typographers

58 E. WASHINGTON · 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU

Just as.
The North Shore Line
a the quickest and most direct way
of reaching your destination so is.
OUTDOOR AEVERTISING
the quickest und most direct without
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Thos. (usack (c.

o carry your business to the forminal "Success"...



Oversold for February-

The fact that we were unable to accommodate all advertising lineage offered for our February issue is in itself a remarkable testimony of the paying capacity of Household Journal space.

THE REASON-

The Household Journal is a thirty-yearold publication circulating principally in
the villages and rural
districts of Illinois,
Indiana, Ohio, Michigan, Wisconsin,
Minnesota, Iowa,
Missouri, Kansas and
Nebraska and having
the Lowest Rate in
proportion to circulation of any paper
in its class!

700,000

All Mail Subscribers at the low rate of

 $^{\$}2^{.60}$ àn agate line $^{\$}1450^{.00}$ a page

Forms close promptly 5th of preceding month

HOUSEHOLD JOURNAL

IRA E. SEYMOUR, Adv. Mgr. Batavia, Illinois

Chicago Office

Rhodes & Leisenring, Managers
2003 Harris Trust Bldg.
Central 0937

New York Office
A. H. Greener, Manager
116 W. 39th St.
Room 634

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When List Prices Should Not Appear in Catalogues

Catalogues That Go to Consumers as Well as to Dealers Should Have List Prices on Separate Sheet

HOLYOKE HEATER COMPANY
HOLYOKE, MASS.
Editor of PRINTERS' INK:

We have had under consideration for some time a matter about which we think perhaps you can make some suggestions. What we want to know is just this: Is it considered desirable and good practice to show list prices of one's products on consumer literature? Can you advise us where to obtain an answer to this

question?
Thanking you for your kind attention to the above, we are
HOLYOKE HEATER COMPANY

HOLYOKE HEATER COMPANY
JOHN H. CONANT,
Treasurer.

UNDER no circumstances is it good business to show list prices of one's products on consumer literature as suggested by Mr. Conant. This is a problem that often comes up in the planning of printed matter that shall be a selling medium both to the consumer and the dealer. Presumably this is the kind of advertising that the Holyoke Heater Company has in mind.

When a manufacturer wants to make a catalogue from which the dealer can buy goods and which he in turn can use in selling the goods to his customers, retail prices should be given. Then, just inside the front cover, can be a discount sheet perforated so the dealer can remove it easily. On this should be the information necessary to inform the dealer how much the goods are going to cost him. Sometimes it is practicable to make one flat rate of discount to cover the entire range of the merchandise. When this is not desirable, each item in the book should be listed with its wholesale price. With the diswholesale price. count sheet the catalogue can be a wholesale selling medium; without the sheet it is retail and thus

serves the double purpose.

An instance of the practical working out of this method is seen in the catalogue used by O. W. Richardson & Company of

Chicago, one of the country's largest wholesale rug dealers. A rug catalogue, on account of having to reproduce the rugs in the original colors, is expensive. It stands to reason that the retailer, even though he may have a large stock, cannot carry anything approaching the variety and extent of the Richardson offer-ings. Hence he can make profitable use of a splendidly illustrated catalogue to supplement the goods he actually has in stock. To supply the dealer with this highly valuable selling medium in as economical a manner as possible, the Richardson firm prints the retail price in connection with every illustration and description of a rug. A discount sheet in the front of the book tells the dealer what the rugs are going to cost him. He can tear this out and then have a book that he can show his customers with perfect safety and propriety. In effect, the catalogue then becomes a huge reserve stock of rugs upon which he can draw in accordance with his needs.

Richardson also supplies the dealer with smaller catalogues imprinted with his name and address which he can mail to his customers if he so desires. These are made up of selected pages taken out of the large book. The prices in the large book being retail, no change is necessary in making up the smaller one. Thus the firm is saved the expense of printing two catalogues.

There need be hor complication whatever in the fixing of the retail prices. Every manufacturer or jobber knows what his goods should bring at retail. In the case of a line such as water heaters this is simple indeed. When there are many hundreds of items such as in a rug stock the task is somewhat different. But in any event the retail price

should be large enough to afford the dealer a fair profit under ordinary circumstances. The catalogue then can supply an effectual method of keeping the retail price up to the level desired by the manufacturer. Some dealers, as a matter of course, probably will cut under the printed figure. But most of them won't.— [Ed. Printers' Ink.

The Government as a Business-Getter

Washington Bureau of PRINTERS' URING the discussion of the appropriation bill for the Department of Commerce on the floor of the House of Representatives last week, some interesting facts were brought out regarding the actual value of the work of the Bureau of Foreign and Domestic Commerce to both the business interests of the country and the Government. Congressman Ackerman brought to the attention of the House a great deal of information concerning the subject, and from his discussion the following is taken:

Among the many exporters who were benefited by the service of the bureau last year, several hundred went to the trouble to acknowledge benefits, and on the basis of the returns from these companies it was evident that the bureau had an important part in getting business of approximately \$529,000,000 for American firms on an investment by the taxpayers of about \$2,600,000. In other words, this great volume of business—practically all new business—was more than 150 times the expenditures of the bureau.

Then, to show that the bureau's appropriation for last year was also an excellent investment for the Government, Mr. Ackerman quoted from the testimony of Dr. Julius Klein, director of the bureau, before the House committee:

"Estimates as to taxes paid into the Treasury, of course, vary widely, depending on the business, but even on a very conservative estimate the Treasury received in taxes on that business not less than \$7,000,000. That is a very low estimate, as a matter of fact; and members of the staff of the Budget Bureau, when I gave them that figure, proceeded to do some calculating of their own, and instead of \$7,000,000 their estimate was several times that total returned to the Treasury.

turned to the Treasury.

"That is the evidence of actual dividends paid into the National Treasury. It is not imaginative guesswork as to what we might have done. Even if you cut that in two and bring the estimate down to \$260,000,000, with an investment of \$2,600,000, you have 100 times as much actually coming into the country in business."

Danger in Sales Quotas Which Are Too High

Are 100 High
There is danger in establishing sales
quotas which are too high because they
tend to discourage poor men and reduce
their activities rather than increase
them. This was the statement made in
an address before the January meeting
of the Philadelphia Sales Managero'
Club by Joseph Ewing, who was formerly general sales manager of the
Phillips-Jones Corporation, manufacturer
of Van Heusen collars. "Salesmen are
able to map out their selling programs
and establish certain quotas which are
obtainable by close application and hard
work," he said. "When the salesman's
capacity has been reached the company
is aware of his capabilities and can more
readily ascertain what is to be expected
of him."

L. W. Bleser with Philadelphia "Public Ledger"

Louis W. Bleser, recently with the New York staff of Liberty, has joined the Philadelphia Public Ledger. He will have charge of color advertising for the Sunday magazine. Mr. Bleser will be located in the New York office. He was at one time advertising manager of St. Nicholas.

E. N. Cedarleaf Joins Brouillette Agency

E. N. Cedarleaf, formerly director of sales and advertising service of the Walton & Spencer Company, Chicago, has joined the staff of Lucien M. Brouillette, Chicago advertising agency, as an account executive.

R. W. Knox with Diamond State Fibre Company

Ralph W. Knox has resigned from George Batten Company to join the Diamond State Fibre Company, Bridgeport, Pa., as manager of its New York sales office. 025 ery

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Regional Advertising at Regional Rates



The Christian Science Monitor

Published in Boston and Read Throughout the World

Announces that on Monday, March 30, it will improve its advertising service by publishing three editions daily—

Atlantic, Central and Pacific—in each of which regional advertising will be accepted under a new schedule of rates adjusted to this enlarged service.

An opportunity to use The Christian Science Monitor is thus afforded many advertisers who heretofore have felt they did not have use for its entire circulation.

The circulation of each edition will correspond with the geographical zones indicated on the map printed above, with circulation overseas divided between the Atlantic and Pacific Editions.

An inquiry directed to the Advertising Department in Boston or to any of the Branch Advertising Offices will bring further information.

"Buy What You Can Use"

ADVERTISING OFFICES

BOSTON
107 Falmouth St.
NEW YORK
270 Madison Ave.
LONDON
2 Adelphi Terrace
PHILADELPHIA
802 Fox Bldg.

CHICAGO
1458 McCormick Bldg.
CLEVELAND
1658 Union Trust Bldg.
DETROIT
455 Book Bldg.
KANSAS CITY
795 Commerce Bldg.

SAN FRANCISCO 625 Market St. LOS ANGELES 620 Van Nuys Bldg. SEATTLE 763 Empire Bldg. PORTLAND. ORE. 1022 Northwestern Bank Bldg.

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This would cost you \$61,299

if you had to pay for it!

SINCE last March the Los Angeles Examiner has used approximately \$45,000 worth of its own space, at its own expense, advertising display advertising with the accent on particular classifications.

During 1925 the plan continues, and calls for \$61,299 worth of space—30 inches a day, *every* day of the year.

Radio, Jewelry, Foodstuffs, Shoes, Musical Instruments—these are just a few of the classifications handled.

Good judgment has already told scores of advertisers to cash in on this remarkable co-operation, attracting nation-wide comment.

Send for portfolios of the past campaigns!

165,000 DAILY 380,0 SUND

The Los Angeles

OFFICES

Pacific Coast Representative 571 Monadno k Bidg. Telephone Garfield 3853 San Francisco Eastern Representative 1819 Broadway Telephone Columbus 834 New York City 1925

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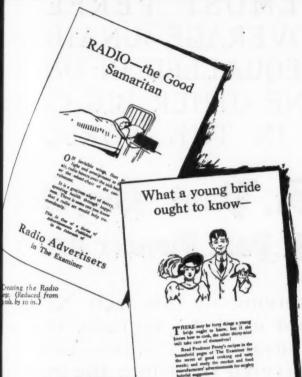
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Food advertising made interesting. (Reduced from 3 cols. by 10 in.)

This is one of a sprice of department published in the interests of Food Advertisers

in The Examiner.

OFFICES .

Western Representative 915 Hearst Bldg. Telephone Main 5000 Chicago

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ALMOST PERFECT COVERAGE---UNAIDED ---EQUALLED IN ONLY ONE OTHER BIG CITY IN THE WORLD

St. Paul Dispatch St. Paul Pioneer Press

Supreme in this rich Northwest market—supreme in circulation in St. Paul—carrier-delivered right into the homes—morning, evening and Sunday—unsurpassed by any paper anywhere for reader confidence and buying response.

O'Mara and Ormsbee, Inc.

New York City Detroit, Mich. Chicago, Ill. San Francisco, Cal.

"This Is Why You Can't Be Right"

The New York Telephone Company Answers a Complaint That Had No Foundation in Justice

CUSTOMERS are wrong—very often. They are not so in-They are not so infallible as certain manufacturers have blinded themselves to believe. Complaints are received in almost every morning's mail which are not justified. They are based either on ignorance, arrogance, bias or plain, unadorned querulousness.

How do you answer them? They present two temptations. One is curtly to inform the kicking customer that "this is why you can't be right." This isn't done very frequently these days when good-will is sought so arduously.

The other temptation is to pat the complainant on the back-to turn the other cheek without permitting even an injured air to creep into the affair. False notions concerning good-will are responsible for this attitude.

The New York Telephone Company avoids both extremities. When this public utility receives a complaint that is completely unjustified it very diplomaticallyand yet not mincingly-points out why the customer can't be right.

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A kick which the company receives with some regularity is that which has to do with the number of local calls charged to subscribers. The memories of most of us are conveniently forgetful in matters such as this. A month is a long period of time, and we simply fail to recollect that on one rainy day we did our visiting by telephone or that sickness in the necessitated an unusual number of telephone calls. sequently, the commercial department of the telephone company is continually being called upon to explain how it is that "Last month you charged me for eighty-nine local calls. I'm absolutely certain that this cannot be correct. Isn't there something you can do that will insure a more accurate rec-

Of course this is a rather mild

example. Many of these complaining letters are vastly more

But notice with what patience and tact the following reply explains that "this is why you can't be right.'

We are in receipt of your recent communication concerning the number of

local messages sent over your telephone as indicated by your November bill. Local calls originating from your telephone are recorded by means of a message register consisting of a me-chanical device connected to your tele-phone line at the Central Office. Each local call is registered by this device iocai call is registered by this device upon completion of the message. A separate and distinct register is pro-vided for, each line thus insuring sub-scribers against the possibility of calls placed over one line being charged against another.

Only completed calls are registered. Uncompleted calls such as those on which "busy" or "don't answer" is reported, are not registered. In case a

which busy of doit answer is reported, are not registered. In case a
wrong connection is established, and the
operator's attention is called to it, the
wrong connection is not registered.
A careful recheck of our records has
been made without disclosing any error
in the number of messages billed. In
view of this, therefore, as well as the
accuracy of the registering device and
the precautions observed in our operating practice, we believe that the charge
in question is correct and represents only
those messages which were actually sent
from your telephone. from your telephone.

There are several features of this letter which are worthy of special note. One is that the company is aware that a considerable portion of this type of complaint is based on a mistaken notion concerning the procedure followed in recording local calls. Any number of folks have the idea that the operator in the central office has a pad and pencil and that she jots down the calls as they come in With such a over the wire. thought in mind it is easy to understand why these people have no great confidence in the accuracy of the recording system.

That is why the company explains how calls are recorded. Once a person realizes that a mechanical contrivance is entrusted with the job, and not a fallible human, the underlying cause of most of these complaints

is eliminated. It is also worthy of notice that letter anticipates objections which the customer may raise. In other words, after a telephone user has read that a mechanical recording device is employed, he or she will immediately want to know, among other things, how a machine can differentiate between uncompleted calls and completed These objections are answered in the second and third paragraphs of the letter.

A final observation that might be made has to do with the unargumentative tone of the letter and its supporting straightforwardness. The company is neither stiffnecked nor apologetic. It hews a straight line between the two. which is something any number of complaint letters would be improved by doing.

Joins Theodore E. Ash Agency

Mrs. Gail Natt Norris, recently with the advertising staff of the Philadelphia Record, has joined the copy staff of the Theodore E. Ash Advertising Agency, Philadelphia.

Has Clark's Underwear Account

Clark Brothers, Glens Falls, N. Y., Clark's glove silk underwear, has placed its advertising account with The Byron G. Moon Company, Inc., Troy, N. Y., advertising agency.

H. H. Schwartz Joins Criterion Photocraft

Herbert H. Schwartz has joined the staff of the Criterion Photocraft Com-pany, New York, commercial photogra-phers, as manager and outside representative.

"Better Times" Appointment Mrs. Elizabeth C. Cibb, formerly with the New York staff of the MacLean Publishing Company Ltd., Tronto, has been appointed advertising manager of Better Times and Social Welfare Administration, both of New York.

With Buffalo "Evening Post"
F. H. Fickett has joined the Buffalo,
N. Y., Evening Post as promotion manager. He previously was with the Dunlop Tire & Rubber Corporation as editor of plant publications.

Opticians Address Copy to Cross-Word Puzzlers

The Buffalo Optical Company, adver-The Buffalo Optical Company, auvertising in Buffalo newspapers, sees a sales opportunity in the cross-word puzzle craze. "To Cross-Word Puzzlers" puzzle craze. "To Cross-Word Puzzler," is the heading of a recent advertisement. "Questions in fine type and an optically difficult maze of black and white checks tire the eyes," the copy points out. "You are not equipped to solve cross-word puzzles unless your glasses ar made as we know how to form them."

Ginter Chain Stores Report Larger Sales

The Ginter Company, Boston, operating a chain of stores in New England, reports sales for December, 1924, of \$1,225,884, as compared with \$1,086,838 \$1,225,365*, as compared with \$1,008,835 for the same period in 1923, an increase of \$139,046 or 12.7 per cent.

Total sales for the year 1924 are given at \$12,499,382, against \$11,476,859 in 1923, an increase of \$1,022,523 or 8.9 per cent.

Los Angeles Trade School Changes Name

The National Automotive School, Los Angeles, having established an electrical division, has changed its name to the National Automotive and Electrical National Automotive and Electrical Schools. An advertising campaign is now being conducted in electrical and radio publications. Smith & Ferris, Los Angeles advertising agency, are directing this campaign.

Ducks to Be Advertised in New Campaign

Roy E. Pardee, Islip, N. Y., has appointed the Hazard Advertising Corporation, New York, to direct a campaign on Pekin ducks in agricultural and poultry papers and by direct mail.

Newspapers and magazines will be used in a campaign which this agency also will direct for the Pickwick

Arms, Greenwich, Conn.

De Laval Separator Appoints J. H. Gregory

J. H. Gregory has been appointed Eastern sales manager of The De Laval Separator Company, New York. He succeeds S. E. Barnes, who has resigned. Until recently Mr. Gregory was Eastern sales manager of the Moline Plow Company, with which he has been associated for the last fifteen years.

Van Allen Company, New Advertising Business

M. C. Van Allen has formed an advertising business at Chicago under the name of The Van Allen Company. He was formerly with the Chicago office of the Bellamy-Neff Company, advertising agency, also of Chicago.

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We Advertise Our Executives— Not Our Product

Because They Represent the Most Important Thing We Have to Sell

DOMESTIC ELECTRIC COMPANY officials are not compared "executives," who direct affairs in an impersonal manner from behind mahogany desks. They are practical, hard-working, human men who spend much time in contact with the manufacturers who use Domestic motors.

Knotty problems encountered by

They impressively illustrate the possibilities of making industrial copy more interesting, and perhaps more convincing, than it usually is.

This idea of advertising executives instead of products, although it is rather unique in the industrial field, was not adopted merely because of its novelty. The adver-





ATTRACTIVE ILLUSTRATIONS, INTRIGUING CAPTIONS AND INTERESTING TEXT ARE COMBINED TO MAKE AN UNUSUAL INDUSTRIAL CAMPAIGN

Domestic Electric customers are not referred to ordinary salesmen to be "adjusted." They are taken up by officials to be solved. The chairs of the president and vice-president are often empty while these men are "in the field" working side by side with manufacturers in changing models of the appliances they build or working on better motor applications.

Did the two preceding paragraphs read to you like a piece of industrial paper copy? We imagine not. But they are taken from a recent industrial-paper advertisement of the Domestic Electric Company, Cleveland.

tisements are a result of a thought, that what the Domestic Electric Company had to sell—its biggest feature—was not an electric motor—but the valuable aid given by the company's officials in solving the problems of clients.

The Domestic Electric organization is made up of men who have been through the mill. It is not so large but that these men, even the highest official, can give personal attention to the problems of the manufacturers who are their customers. Consequently, it was decided, when the current campaign was under considera-

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tion, that the main thing to accomplish in Domestic Electric advertising was to bring the company's officials in closer contact with their customers.

This is being done in decidedly effective fashion through the use of two-page advertisements in a list of industrial papers. left-hand page of each advertisement is taken up almost entirely with illustrations which dramatically visualize the thought expressed in the headlines.

The piece of copy already quoted from is headed: "Vacant—the President's Chair." The illustration shows an unpretentious desk and an empty chair before it.

Another advertisement, cap-tioned: "A Salesman with Authority," reads:

The men who call on manufacturers for the Domestic Electric Company are more than salesmen. All of them are either officials or substantial stock-holders in our organization. They are men who have authority to say YES. They are men who know motors from shaft to shell. Each and every one is either an engineer or a man educated either an engineer or a man educated by years of practical work. You can by years of practical work. You can talk with these men as you would to our Chief Engineer or General Manager. They "know their stuff"; they know the appliance manufacturing business and can intelligently discuss your motor applications.

to the results obtained, naturally a campaign of this kind produces very little that is actu-ally tangible. The company, however, believes that the campaign has gone a long way toward smoothing the way for Domestic It has created the impression that the Domestic man is an individual of some importance and consequently the reception he receives is more courteous than that accorded an ordinary salesman. Second, it has given more confidence to the salesmen themselves. Finally, it has effectively kept the name Domestic before manufacturers who buy motors and has made them more conscious of the Domestic organization than ever before.

W. L. Barnhart, formerly with the National Surety Company, New York, has joined the advertising department of G. L. Miller and Company, Inc., real estate bonds, also of New York.

French Courts Uphold Eversharp Name and Patents

The Court of Appeals of Paris, France, has just rendered an important decision in favor of The Wahl tant decision in favor of The Wahl Company, Chicago, manufacturer of Eversharp pencils and Wahl pens. For nearly three years, The Wahl Company has conducted litigation against Herman L. Company, Paris, its former distributor in France, who had contested both the validity of The Wahl Company's patents in France and their exclusive right to the use of the name "Eversharp."

In June, 1923, the Tribunal Civil de la Seine, of Paris, rendered a decision in favor of The Wahl Company, but Wright appealed and carried the case to the Court of Appeals.

By the decision of this Court, the ex-

By the decision of this Court, the ex-clusive right of The Wahl Company to the use of the trade-mark "Eversharp," the use of the trade-mark "Eversharp," is sustained, and the validity of its Eversharp patents' is established. Wright was found guilty of counterfeiting The Wahl Company's products and of unfair competition and sentenced to pay costs and damages.

Publishers Seek New Methods of Newspaper Distribution

Excessive postal rates and reduced railway schedules have resulted in the formation of a committee by the American Newspaper Publishers Association to study the entire situation. This committee will seek more prompt and less expensive methods of distribution than are now employed. George M. Rogers, of the Cleveland Plain Dealer, is chairman. A report on the committee's first meeting, which was held recently in Chicago, will be submitted for further consideration.

Wilbur Buds in Copy Tie-Up with Eclipse

On the morning of the recent solar eclipse H. O. Wilbur & Sons, Philadelphia, featured a photograph of the eclipse in its newspaper advertising. The tie-up with its own product was accomplished in the single sentence: "The Eclipse, yes, but Wilbur Buds, the only chocolate buds, eclipse them all."

Houston Publications Merged Our World, a monthly publication. will be combined with the Our World Weekly, commencing with the February 2 issue of the latter. Both magazines are published by The Houston Publishing Company, Inc., New York. Herbert S. Houston is publisher.

W. B. Sullivan Advanced by Calumet

W. B. Sullivan, for several years purchasing agent of the Calumet Bak-ing Powder Company. Chicago, has been appointed advertising manager. He succeeds J. S. Older, resigned.

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During 1924 The Los Angeles Evening Herald led all Los Angeles newspapers, daily and Sunday included, in foodstuff advertising, carrying 76,790 more lines than its nearest competitor.

Many advertisers cover the entire Los Angeles field by using THE EVENING HERALD alone!

LOS ANGELES EVENING HERALD

REPRESENTATIVES

6. LOGAN PAYNE CO. 401 Tower Bldg., 6 N. Michigan Ave. Chicago, III.

H. W. MOLONEY, 604 Times Building, New York A. J. NORRIS HILL, 710 Hearst Building, San Francisco

Jan.



Every one interested in Advertising should read this Analysis

29, 1925

THE SATURDAY EVENING POST

AN ANALYSIS

An editorial analysis has been made of The Saturday Evening Post for 1924. It proved so interesting that the Advertising Department is having it printed in booklet form.

The analysis gives a striking picture of the breadth and scope of The Saturday Evening Post, and of the thoroughness with which it depicts American life and American business.

All of the more important articles of the year are classified according to subjects treated, and reference is made to the issue in which each article appeared.

The analysis thus serves as a topical index to The Saturday Evening Post for 1924.

The Curtis Publishing Company will be pleased to mail a copy to anyone on request.

The Advertising Department
THE CURTIS
PUBLISHING COMPANY
Philadelphia, Pennsylvania



Our New Address

ON February second, our New York office will move into its new quarters, occupying the entire fourteenth floor of the newly erected Greeley Arcade, at 136 West 31st Street.

Only a year ago, due to increased business, we found it necessary to take over an additional floor in our present building at 404 Fourth Avenue. But this, too, has now become inadequate. In our new home we will have approximately double our present floor space.

Our own growth is, to a great extent, the natural result of the growth of our clients. The interesting experiences of some of them are described in our new booklet "The Biggest Thing in Advertising." A complimentary copy will be sent to any interested advertiser.

Ruthrauff & Ryan, inc. Advertising New York: 136 West 31st Street

Chicago: 225 North Michigan Ave.

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Modern Practices in Making Appropriations

Many Factors Are Now Taken into Account, All of Which Have a Definite Bearing on Determination of Amount to Go into Advertising

By H. S. Gardner

President, Gardner Advertising Company, and President, American Association of Advertising Agencies

KEEN competition for business gradually is forcing out methods which are not economically sound. Rule of thumb and hunches inevitably must yield to more scientific practices if a business expects to meet successfully the modern day competition.

Twenty-five or so years ago a man who desired to open a cigar store would look around for a location and finally choose one which looked good to him. If his judgment was good he succeded. If his judgment was faulty he failed.

What chance have such methods in competition with the United Cigar Stores, which before opening a store carefully check the number of persons who pass the location daily? They have worked out their requirements to a mathematical certainty. They know definitely what transient population they have to draw upon to make a store profitable.

Such methods are supplanting guesswork not only in the selection of store locations but in manufacturing, in selling and to a large extent in advertising.

Advertising is a less exact science than other branches of business, for it is more dependent upon human psychology. However, the mass reaction of human nature is becoming better understood, and advertising is more nearly approaching an exact science than anyone a few years ago ever believed that it could. The days of the advertising genius are passing out of the picture along with the "born salesman." With a recognition of the greater effectiveness of trained salesmen,

has come a belief that scientific practices should likewise be applied to advertising.

In most business institutions today the amount of money spent for advertising bears a definite relation to sales. In some companies it is a certain per cent of sales. In others it is a fixed amount per unit of sale. This percentage or amount per unit is recognized as one of the items of cost and is figured in with the cost of raw materials, labor, overhead and selling in determining the total cost of the product.

Usually the sales of the preceding year are used to determine the advertising appropriation for the following year, although not infrequently the sales anticipated for the year ahead are used as a basis for determining the advertising The former is the appropriation. safer plan, but is not as aggressive a method. The latter, in a growing business, offers the opportunity for more rapid development, and is the preferred plan in where the anticipated volume of sales is reasonably sure to result.

This practice of basing advertising appropriations on a certain percentage of sales, or a fixed amount per unit of sale is simple enough. Where the science comes in is in determining what the percentage of sales or the amount per unit should be.

Many advertisers, no doubt, fix the amount arbitrarily; but the more efficient organizations have a measuring stick which gives them a reasonably accurate idea of what their needs actually are.

In the making of advertising appropriations unquestioned opportunity exists for the employment of methods which eliminate

Address before the New York Council of the American Association of Advertising Agencies.

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much waste and guesswork. This is done by the process of selection or elimination.

Our population is divided into two primary classes—male and female. It is a comparatively simple matter to determine whether the product for which one is making an appropriation is bought by men or women, or both.

Having determined this the next step usually taken is to ascertain where the prospects live; i. e. in the city, town or country.

Having located them with respect to population areas, the next thing to be determined is their location geographically. How many reside in each State, or, if the advertiser has only local or sectional distribution, how many reside in the sections or cities in which he is interested?

The appropriation maker is next interested in knowing how many of the prospective or possible customers are able to buy his product. This may—if the product is one which normally is used only by people with good incomes—require a further classification to determine how many are able to buy it.

Fortunately there are very complete census, internal revenue and Department of Commerce statistics, as well as manw local or private data available which will enable an advertiser to carry this sifting process as far as his needs require.

Many products have such general consumption that very little if any sifting need be done. Others have such a limited market that the possible customers must be sifted to the greatest possible Whether the number of degree. possible customers be great or small it is important to locate them for "Where they are" has an important bearing on the expense necessary to reach them.

When the potential market has been properly located the method or means of reaching them is determined. The first thing to be decided is what proportion of the total number it is necessary to reach, in order to influence adequate buying.

A coverage of from 25 to 50 per cent usually is regarded as Minorities control in sufficient. most things. The majority of the people let the minority do their thinking for them. This is as true in the matter of daily marketing as it is in politics. bell wethers have their following in everything. These bell wethers are usually the better educated people-the ones who read the magazines and the daily papers. Advertisers have found study and experience that if they succeed in getting a sufficient number of this controlling class to purchase their products. the others follow.

That will explain why one can go into a store in a poor section of a city and find it stocked with well-known advertised brands. The imitative instincts of the mass of people cause them to follow the choice of those who are capable of selective buying.

The percentage of coverage necessary differs with different products but an intimate study of the product itself and a knowledge of how and by whom it is bought will give a reasonably accurate indication of the coverage necessary.

When the proper coverage is determined the next step is to select the mediums which will give at least approximately the desired per cent of covering in each State or section.

Next comes the determination of the strength of impression necessary to win the required number of buyers. Expressed in terms which we advertising menunderstand this means size of space and frequency of insertion. This gives the basis for figuring cost, and the amount thus arrived at is the bogey appropriation.

It is not always, perhaps not often, possible to fix the appropriation at the bogey figure, but this process of arriving at the ideal appropriation is advisable as a guide in determining how far over or under the bogey

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the advertising actually will aim. Any advertiser who says his appropriation should be \$100,000 or \$1,000,000 without first employing some method of determining his bogey is merely guessing. He may be a good guesser, but he is matching his wits against his more scientific competitor, with

It will perhaps be interesting to apply these methods of fixing a bogey, to a suppositious case. Take the manufacturer of gas ranges as an example.

the chances against him.

In sifting his market he quite easily decides that women are the ones who make the selection of a range. That at once narrows down his market to women. As gas ranges are used only where there is gas, his market is further narrowed down to those towns and cities where there are gas mains. A list of towns with gas is available. The list shows their location by States. Thus the manufacturer has his market definitely located both by areas of population and by geographical divisions.

Now—how many of the women in these gas towns can be considered prospects? The range is, we will say, a fairly high-priced one. This limits his prospects to iamilies with incomes above a certain figure. The income tax figures will show with reasonable accuracy how large a per cent of the market are possible customer for the range.

A gas range is of direct interest to the woman in the home and doesn't greatly interest the rest of the family, so this manufacturer is concerned with reaching the women in certain types of homes, in certain size towns in certain States.

By carefully charting the circulation of various available medium, he soon finds the one medium or combination of mediums which will give him the desired coverage of his market.

A stove being something a woman buys only once in several years, it is certain that the purchase will be made only after careful consideration. This makes it desirable to use large enough space

properly to explain the merits of the stove. In other words he must have space enough to give a strong selling message.

Gas ranges are purchased largely between April 1 and November 1. During these months the advertising should appear at frequent intervals—say every other week during the heaviest buying season and once a month during the less active months.

During the winter months when buying is light quarter-page space will suffice to keep the prospects familiar with the name of the range.

BOGEY APPROPRIATIONS

With his schedule figured on this basis the gas range manufacturer arrives at his bogey appropriation, which we will say is \$100,000. He manufactures 50,000 ranges a year, so that his appropriation would figure \$2 a range.

If he is unable to make an appropriation of that size, at least he knows what will likely be required to do the job, and he can modify his plans with some knowledge of what risk he is taking.

If he should be able to start with his bogey of \$100,000 and the first year his sales increase to 60,000 ranges his appropriation is automatically raised to \$120,000. If his sales increase the second year in proportion to his increased advertising, he keeps on until he reaches the point where further expenditures will not produce a profitable increase in business. At this point he has reached his true bogey where he can profitably stick as long as conditions remain the same.

Now let us go back for a moment and consider what this manufacturer might do if he is unable or unwilling to start his appropriation at bogey. He may take his most promising territory and put his appropriation into it, measured of course, by his bogey yardstick. When sales respond to this advertising he can extend the area until finally he has covered the entire country.

There are many different kinds

Jan.

of advertisers, and many different problems to be solved, but most of them will be helped through measuring their needs by a reliable method.

There's the food manufacturer, for instance, who doesn't want to wait for the normal development of a certain market. He prefers to rush the market and capture it in a short time. Knowing his bogey, and what his competition is he can more accurately determine what extra pressure he will have to make to accomplish his object.

There's another manufacturer who has a volume slightly less than that of his competitor. He wants to secure leadership in his industry. With a bogey to guide him in how far he likely can go profitably, he calculates the effort his competitor is making and sets his own speed at a pace which will enable him to out-distance his competitor.

Competitor.

Possibly he may be the leader in his industry and he has a competitor who is ambitious to wrest leadership from him. He decides, therefore, to discourage his competitor from attempting to pass him. Figuring his bogey he can determine how far above it he is going in his effort to out-distance his competitor. There is safety in knowing how far from shore one is getting.

There are many manufacturers who have sales organizations which need the stimulating influence of advertising. A predetermined bogey will help these firms in making an appropriation which will give the needed stimulus to salesmen without being inadequate to produce a beneficial effect on the mass of consumers who should have the product

who should buy the product. Inadequacy of appropriations has caused more advertising failures than any other cause. Overadvertising produces waste but under-advertising produces both waste and failure.

A recognition of this, and a knowledge of the fact that definite information leads to intelligent decision is causing experienced advertisers and advertising agents to seek a scientific basis for determining advertising appropriations.

A. H. Seyler Joins Cleveland Paper Company

A. H. Seyler, who has been manager of sales of The Alling & Cory Company, Pittsburgh, for the last six years, ba joined The Cleveland Paper Manufacturing Company, Cleveland, Ohio, a vice-president and general manager in charge of sales. He had been with Alling & Cory for eighteen years.

Advanced by Sherwin-Williams

H. R. Hefley, formerly sales manager of the Oklahoma sales division of the Sherwin-Williams Company, has been appointed manager of the petroleum industry sales department with bead quarters at Tulsa, Okla. A. W. Everett, formerly assistant sales manager, succeeds Mr. Hefley as manager of the Oklahoma sales division.

Munsingwear Sales

The Munsingwear Corporation, Minnapolis, reports net sales of \$13,384,921 for the year ended November 30, 1924, and net operating profits of \$789,491. After allowing for fixed charges, Federal taxes and crediting other income, the company reports a net income for the fiscal year of \$487,374.

Advanced by San Francisco Printers

Guy B. Kibbee, for two years a member of the sales staff of Johnek, Bera & Kibbee, San Francisco, printers, has been elected vice-president. The name of the company has been changed to Johnek, Kibbee & Company.

New Account for Rochester Agency

The Pfaudler Company, Rochester. N. Y., manufacturer of glass-lined tanks, has placed its advertising account with the Hutchins Advertising Company, Inc., of that city.

Joins Barteau & Van Demark

H. Alan Volkmar, recently with the Springfield, Mass., Union, has become associated with Barteau & Van Demark, advertising agency, of that city as an account executive.

Leaves "Iron Age"

A. L. Marsh has resigned as Michigan manager of *Iron Age*, New York to engage in the real estate business at Miami. Fla.

An advertising success because a circulation

success CIRCULATION ADV'G Sunday DEC. daily LINES ADV'G DEC. 1336242 316,457 270,090 CIRCULATION Sunday daily 909,548 135,714 132729 and now! The New York Tribune a year ago

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NET SALES The Evening News

LONDON, ENGLAND, 9th January, 1925.

WE CERTIFY that the average net daily sale of "The Evening News," after deducting all unsold and free copies whatsoever,

For the year ended 31st December, 1924, was 7 6 1, 3 11 conies, and for each month of the year 1924 was as follows:

copies, an	uı	OI.	caci	i month of	the year 1727	W C	is as	TOHOWS.
January	-	-		645,497	July	-	-	814,580
February	-	-	-	642,439	August -	-	-	804,143
March	-	-	-	721,556	September	-	-	799,131
April -	-	-	-	784,220	October -	-	-	798,309
May -	-	-	-	820,669	November	-	-	767,250
June -	-	-	-	870,981	December	-	-	662,619

(Signed) LEVER HONEYMAN & Co., Chartered Accountants. (Signed) E. LAYTON-BENNETT SONS & Co., Chartered Accountants.

Weekly Dispatch

LONDON, ENGLAND, 12th January, 1925.

WE CERTIFY that the average net weekly sale of "The Weekly Dispatch," after deducting all unsold and free copies whatsoever,

For the year ended 31st December, 1924, was 728,460 copies, and for each month of the year 1924 was as follows:

andbrand								
January	-	-	-	722,206	July	-	-	738,516
February	-	-	-	713,049	August -	-	-	734,596
March	-	-	-	724,199	September	-	-	732,396
April -	-	-		729,822	October -	-		737,211
May -	-	**	-	726,245	November	-	-	736,435
Tune -	-	-	-	740,980	December	-	-	700,274

(Signed) LEVER HONEYMAN & Co., Chartered Accountants,

(Signed) E. LAYTON-BENNETT SONS & Co., Chartered Accountants.

Issued by Associated Newspapers, Ltd., Carmelite House, London E. C. 4, England 1925

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N 1924 The Daily Mail

LONDON, ENGLAND, 9th January, 1925.

WE CERTIFY that the average net daily sale of "The Daily Mail" after deducting all unsold and free copies whatsoever

For the year ended 31st December, 1924, was

1,745,853

and for each month of the year 1924 was as follows:—

TOHOWS.									
January	-		-	-	-	-	-	-	1,720,157
February	-	-	-	-	-	-	-	-	1,723,669
March -	-	-	-	-	-	-	4	-	1,722,151
April -	-	-	-	-	-		-	-	1,730,125
May	-	-	-	-	-	-	-	-	1,742,806
June	-	-	-	-	-	~	-	-	1,759,881
July	-	-	-	-	-	-	-	-	1,765,916
August -	-	-	-	-	-	-	-	-	1,757,537
September	-	-	-	-	-	-	-	-	1,731,086
October -	-	-	-	-	-	-	-	-	1,790,057
November	•	-	-	-	-	-	-	-	1,768,060
December	-	-	-	-	-	-	-	-	1,737,018
			16:	-41	F	13			8 C-

(Signed) Lever Honeyman & Co., Chartered Accountants. (Signed) E. Layton-Bennett Sons & Co.,

(Signed) E. LAYTON BENNETT SONS & Co., Chartered Accountants.

New York Office: 280 Broadway, New York City, N. Y.

Foresters Point Way Out of Timber Famine Threat

NINE-TENTHS of the damage which threatens American forestry with insolvency is caused by human agencies. Advertisers and others who buy wood pulp and other lumber products pay the bill, which each year amounts to the total of something like half a billion dollars. Most of this can be saved by spending a small fraction of this sum to educate the public, authorities on forestation agreed last week at the fiftieth meeting of The American Forestry Association at Chicago.

If the American public, which

If the American public, which in the final analysis is forced to pay the bill for fire losses in forests each year, can be educated, there is a possibility of avoiding the threat of a timber famine, said E. T. Allen, forester of the Western Forestry and Conserva-

tion Association.

"I would, in every budget in this land for forest protection," said Mr. Allen, "devote not less than 5 per cent—sometimes more—to education against the starting of fires. You need not tell me that \$325,000, or this proportion of our average six and a half million expenditure would not, if skilfully used, cut down the cost by a far greater amount and save tremend-

ous loss besides.

"Secondly, I would not rely solely on any educational admonition to reach the irreducible minimum in every class of our population using the woods that will still be big enough to frustrate success. Consequently, I would police the woods in a way they have never been policed, not leaving the law to be taught and enforced by forest firemen, however splendidly chosen and trained for the technique of their own profession, but providing as many as need be of men equally chosen and trained for the needed profession of law enforcement."

The Clarke-McNary Law, Col. William B. Greeley, Chief of the U. S. Forest Service, explained,

represents the most sincere and honest effort that Congress has ever made to take account of the actual situation of forestry in America. The older laws dealt with forestry as a public matter while this Act takes forestry away from the domain of public activities and works and puts it the regular, everyday commercial life of the country. It offers a general co-operative plan dealing with forest fires and timberland taxation.

This law outlines a plan which has as its aim the making of insurable risks out of timberlands, Col. Greeley said. It offers aid to any State that will organize to fight fires, and so far twenty-eight States have prepared to take advantage of this. The law also provides for a comprehensive study of the whole question of the taxation of forest lands and

its commercial effect.

Speaking for the American Pulp and Paper Association, George W. Sisson said: "The first duty of industry is to co-operate with State officials and others under the Clarke-McNary Law. But industrial interests must not only co-operate in the development of plans and methods, they must give active and whole-hearted support to put those methods into practice."

The attitude of lumber manu-

The attitude of lumber manufacturers was reflected by Dr. Wilson Compton, secretary of the National Lumber Manufacturers Association, who said there had been too much depressing talk about timber famine, waste, loss

and devastation.

C. H. McDowell, Chairman of the Reforestation Committee of the American Engineering Council, suggested that foresters, lumbermen and industries which depend on an adequate supply of timber make an organized effort to get the support and co-operation of such organizations as the Farm Bureaus, Corn Clubs and Boys' and Girls' Clubs by giving publicit to fire prevention data that are already available. He urged that State bankers' associations and automobile companies through their branches ought to be used in eliminating the forest fire hazard

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Coverage and costs in Iowa are explained in the above heading.

Wealth in Iowa is as follows: A per capita wealth of \$3,539.00 from an annual income of \$1,876,000,000.00 from Crops, Industry, Livestock, Poultry, Dairy Products and Coal alone.

Intelligence of Readers: lowa has lowest percentage of illiteracy in the country.

Thousands of well-rated retail outlets make for quick. thorough and economical distribution.

RURAL IOWA IS SUBURBAN!

57% of Iowa's population live in cities and towns, the other 43% live on farms and are closer to their nearest store than most large city residents are to their business districts.

Pledged co-operation for the 31 leading daily newspaper publishers and help from all local distributors is the service that goes in "The Iowa Plan," and is in addition to the advertising bargain of 589,272 good live circulation for \$1.83 per agate line.

The IOWA DAILY PRESS ASSOCIATION Council Bluffs, Iowa

s Tribune Ames Tribune
Atlantic News Telegraph
Bune News-Republican
Burlington Gazette
Burlington Hawk-Eye
Order Rapids Gazette
Centerville Iowegien & Citizen
Council Bluffs Nonpareil Jamel Bluff Nonparell arenport Democrat arenport Times se Moines Capital se Moines Register and Tribune-New-Journal abeque Times-Journal abeque Telegraph-Herald 7. Hodge Messenger & Chronicle 1. Medison Democrat

Iowa City Press Citizen Keokuk Gate City Marshalltown Times-Republican Mason City Globe Gazette and Times

Muscatine Journal and News-Tribune

Newton News Oskaloosa Herald Oslwein Register Ottumwa Courier Sioux City Journal Sioux City Tribune

Send for NEW 1925 IOWA BOOK

The New 1925 Iowa Book is out. It contains the latest and most detailed information a bo ut the rich Iowa market.

A copy will be sent FILEE to representatives of business firms (only) who are interested in the lows market. Please use your business stationery when writing and state reason for asking for in-formation. formation.



Combining these features—

- 1 Point-of-Purchase -Each panel is either on or near retail stores where product is sold - or should be
- 2 Eve-Level-Size and position scientifically correct for maximum attention.
- 3 Circulation Placed where visible to a large volume of pedestrian and vehicular traffic.
- 4 Individuality-Criterion posters are separate units-never erected in large groups. Minimum competition for attention.
- 5 Striking colors-No limit to strength and variety of design.
- 6 Durable and beautiful-Heavy metal back with uniform 4 inch frame, giving posters an artistic setting. Exclusive batent.
- 7 Change of Copy-Novelty, freshness and timeliness of posters insured by regular monthly change.
- 8 Dry Posting-Put on like wall paper. Pictures remain clean and clear-never smeared with paste.
- 9 Flexibility-May be concentrated not only in definite territories or towns, but even down to neighborhoods.
- 10 Service-Expert service, from design to posting, and checking reports. Relief from all detail.
- 11 Economy A very low cost in actual price-an even lower cost in results because of selected circulation, and no waste.



POST advertising wyon

Criterion Service gives you Crite point-of-purchase advertisit our ", all day—every day—anywhet les co

Criterion Service is nation Above wide. Our own service mellus operate in every city and tow cover.

Criterion Service is unifor ith an

Every poster on a patent our h (1216012 February 17, 1917) a metal panel; erected at eye-lev RIT



es yo Criterion Service is a merchandising service.
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les conditions.

hation Above all, Criterion Service is economical.

The matter all us your territory by towns and we will show you down town overage per dollar that we ask you to compare inform the any advertising medium in existence. Write our New York office at 1767 Broadway.

RITERION Advertising Co., Inc.

17) 8

87 PAGE "ADS"

IN COLOR IN ONE ISSUE ON ONE PRODUCT

used
EXCLUSIVELY

in

THE MUSIC TRADE REVIEW
JANUARY 24th, 1925

To announce to the RETAIL MUSIC MERCHANTS

throughout the United States and Canada a national advertising campaign on the



STANDARD PLAYER ACTION

A striking tribute to the prestige and dealer influence of this leading business paper of the music industry.

Would you like to see a copy? Can we help YOU in successfully marketing any of your products through retail music merchants?



EDWARD LYMAN BILL INC., Publishers 363 MADISON AVE., NEW YORK



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Tone Down the Shout in Direct-Mail

Shrinking Violet Stuff Will Generally Be Found More Effective Than the Volcanic Kind

By Richard Surrey

A ND now they have squashed another word out of shape. For a year or so, when confronted with something startling or extraordinary, it was customary to ejaculate: "Wow!"

Now they have incorporated in the word the "thing-in-itself" which gives rise to astonishment

and awe.

Niagara Falls, for instance, or the Woolworth Building, when seen for the first time, calls forth, as a rule, the unqualified verdict:

"It's a wow!"

The term as currently used, expresses the utmost reach of half-incredulous admiration, and, of course, its new connotation was not many days old before the word found a niche in the vocabulary of the advertising fraternity.

When a chap tells you that he has just produced a broadside or a booklet that is a "wow," you know exactly what he means.

know exactly what he means.

Had he called it a "bird," or a "humdinger," there might be left in your mind some doubt as to its precise character. But the word "wow" immediately enlightens you. It is patent at once that the new mailing piece is designed to "knock 'em dead," which means headings that fairly sethe, copy that singes the hair, illustrations that curdle the blood, and a message that lunges right out of the page and lands an uppercut on the prospect's jaw.

It is a great satisfaction for a certain type of advertising, man to produce, or have produced for him, a mailing piece of this character. Alone in his office, with the press proof in front of him, he nervously runs his hands through his hair, gives his desk a half-dozen resounding blows, and then with a smile of satisfied assurance he tilts back, cocks up his feet, and gloats!

The chap really means well. He admits that for certain products this stuff would look pretty crude; but for his product—oh, boy!

His trouble usually is that he doesn't get out among the trade and see what other manufacturers are feeding them. He imagines himself the only chap who could possibly conceive such a volcanic layout or who possesses the daring to put it through. And yet there is scarcely one advertising man in a hundred who has not, at some stage in his career, conceived and perpetrated a "wow."

ceived and perpetrated a "wow."
The best cure for the disease
is a persistent innoculation of the
same germ. If you can collect
a really good assortment of big,
loud, resounding, Bertha-like
"wows" you'll be cured for life.
It's quantity that does the trick.

When you're brought face to face with a half-ton of screaming direct-mail literature, the terrific bombardment of hundreds of exclamation points, capering question marks, writhing headlines, splashes of color, inch-thick borders, foot-high type—well, it just deafens you!

An advertising manager of my acquaintance, who had to please a chief possessed of the crudest ideas as to typography, sought to educate the taste of his superior by bringing to his desk all the examples of good direct-mail advertising he could lay his hands on. But the scheme didn't work. If anything, it seemed to aggravate the chief executive's predilection for stunt layouts and jazzy lettering.

He would pick up a dignified piece of printed matter that had been placed before him, and turning on Hopkins, the advertising manager, exclaim in contemptuous accents: "This is the kind of stuff you'd like us to use, is it?

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Shrinking violet stuff! Do you think we're running a young ladies' seminary? That may be all right for some concerns, but our mailing pieces go to real live he-man dealers—busy men who spend most of their time out in the store, selling. You've got to hit those fellows between the eyes in the few minutes they spend at their mail in the mornings. Punch! That's what we've got to get in our stuff. Don't bring me any more of these ladylike broadsides. You'll never convince me that our proposition can be put across that way."

Hopkins retired in a crestfallen condition and came close to giving up his self-imposed educa-But before retional crusade. linguishing all hope he determined to reverse his tactics. made an arrangement with a hardware dealer (the firm manufactured electrical appliances distributed mostly through hardware stores) to preserve all the directmail he received during the month when the hardware trade is most heavily bombarded with manufacturer's advertising.

At the end of the month he drove to the store and carted away several hundred pieces of printed matter. On his return to the office he sat down and debated in his mind as to the most dramatic method of presenting the accumulated mail to his chief. It was useless to think of asking him to unfold several hundred separate pieces. And even if he took them in, unfolded, in two or three heaping piles, the boss, he knew, would probably not have the patience even to leaf them over. The problem was to flash as many of the pieces as possible on the president's attention all at one time, so that he could not escape the "concussion" of the total effect.

A solution finally suggested itself. A part of the plant was shut down, temporarily, at the time, and Hopkins conceived the idea of unfolding and laying out on the floor of a long narrow workshop the worst examples of direct-mail turned over to him by the hardware dealer. He carried out the scheme, leaving an aisle down the centre of two rows of screaming mail pieces. Then, he enticed the president of the company into the disused building, on some pretext, and escorted him down the aisle, commenting on the various broadsides and folders as he went, and suggesting that a modest and dignified announcement would, by mere contrast, be most likely to ensare the attention of a dealer who was deluged daily with such clamorous appeal for his attention.

The plan succeeded and Hopkins is now able to produce printed matter for his concern that bears a much fainter resemblance than formerly to circus handbills.

The advertiser with the shouting complex is not easily cured. The most courageous and occasionally expensive methods are often necessary to convince him that he should lower his printed voice.

I know a printer in a comparatively small city who went to unusual lengths in the effort to restrain one of his clients. This particular customer had become a sudden convert to direct-mail advertising and was preparing to spend upward of \$100,000 in that form of publicity within a few months. The printer was overjoyed at the prospect of obtaining so much business from one concern, but his enthusiasm waned when he saw the layout supplied him for the first mailing piece.

In his own phraseology, it was "terrible."

HE WANTED TO SHOUT

He went to the customer and tried to reason with him. but to no purpose. That was the kind of job he wanted. He knew the kind of prospects he had to deal with better than the printer did. He knew what would sell them. The piece must be as planned.

The printer went back to his plant and put the job in hand, but while it was going through the shop he had his own service department work out a totally different and much more dignified

design. The layout called for artwork of a different calibre, size and arrangement, and, of course, involved another set of engrav-

The printer determined shoulder the expense of the duplicate job himself, feeling certain that the original piece would not pull adequate results and that consequent disappointment would probably turn the customer against direct mail forever.

The two jobs were completed simultaneously and with press proofs of each in his pocket the printer dropped in at the customer's office. He produced the flashy piece first and watched the facial expression of his client. He was obviously delighted. "Believe me," he cried, "that'll

knock 'em cold!"

Waiting until the broadside had been examined in every detail, the visitor finally produced the duplicate, illustrated and printed in the way he believed would be most effective.

"What the devil's this?" cried the customer, immediately on the

defensive.

This is the same job handled in a way that seems to me, after years of experience in turning out printed matter, likely to pro-duce better results than the piece you have in your hand."

"What's this! What's this!" "You can't get bawled the other. "You can't get away with this kind of thing. You can't soak me for two broadsides, when I only ordered one. This is what I want. I don't want your highbrow stuff.

won't sell goods for me." The printer drew his chair forward and spoke very deliberately. This piece that I have here isn't going to cost you a cent. I'm prepared to absorb the entire cost of it-art-work, engravings, composition, press-work, everything. All I want is a chance to bet my money against yours. The run on this job is 10,000. I want you to mail your job to half the list and my job to the other half. Then we shall see which pulls the

Considerable argument followed, but the printer's proposi- Magazines will be used.

tion was finally accepted. broadside brought in more than 350 orders, totalling something like \$12,000 worth of business. The customer's broadside brought in about 120 orders, totalling less than \$3,500 worth of business.

Following that experience the printer had little difficulty in handling an account which appeared, at the outset to present a

nasty problem.

Many users of direct mail overlook the fact that in real life there is one method of attracting attention that is more effective than a shout, and that is a whisper.

Of course, if you're away off at a distance, the shout is the only thing. That is why effective poster advertising is deliberately

loud.

But direct mail gets right into the room with the prospect, just as you would yourself. And you know from experience that there is nothing that puts you in a more confidential relation with a prospect than to lower your voice and talk as though your proposition was for his ear alone.

W. B. Force Joins Newark Agency

Wallace B. Force, until recently with Wallace B. Force, until recently with the promotion department of Good Housekeeping, New York, has joined the Joseph E. Hanson Company, Newark, N. J., advertising agency, in charge of the copy and art department. He was formerly with the Whitman Advertisers' Service, Inc., New York.. as production manager. duction manager.

Joins Fair Trade League

Elsie E. Wilson has joined the active staff of the American Fair Trade League,

staff of the American Fair Trace League, New York. For the last two years Miss Wilson has been advertising and sales promotion manager of the York Safe & Lock Com-pany, New York. She has been an officer of the Fair Trade League for ten years as assistant secretary.

New Account for Procter & Collier

F. A. Foster & Company, Boston, manufacturers of Puritan cretonnes and drapery fabrics, have placed their advertising account with the New York office of The Procter & Collier Company, Cincinnati advertising agency.

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Dodge Brothers Make Changes in Staff

in Staff
Changes in the executive staff of Dodge Brothers, Detroit, which have taken place during the last few weeks have resulted in a realignment of duties in that organization. R. N. Harger, director of advertising, has been transferred to London where he is to represent the governing directors of Dodge Brothers (Britain) Ltd.

With his departure, direction of the promotion and advertising department again has been placed with George Harrison Phelps, who until April, 1922, was

again has been placed with George Harrison Phelps, who until April, 1922, was director of advertising. At that time in conjunction with his own advertising business, he became advertising counsel for Dodge Brothers. He had been in close touch with all promotion and advertising activities and is in a position to resume direction of all policies and detail immediately.

to resume direction of all policies and detail immediately.

Other changes which have taken place in the executive staff are: John H. Gordon, director of field survey; F. H. Akers, commercial car manager, becomes director of field survey; F. H. Akers, commercial car manager, becomes director of distribution and districts taking over the departments formerly handled by F. L. Sanford and Mr. Gordon, F. B. Walker, Seattle district representative, comes to the home office as director of service and L. C. Covell. Detroit district representative, is the new commercial car manager.

New York State Publishers to Meet

Meet
The New York State Publishers Association will hold its annual meeting at Syracuse, N. Y., on February 5, 6 and 7. Two other newspaper associations, The New York Associated Dailies and the New York Press Association, will hold meetings in Syracuse at the same time. On the evening of February 6 there will be a joint dinner which will be addressed by Willis A. Abbott, editor of The Christian Science Monitor, of Boston

Buys Burlingame, Calif., "Star"

E. C. Rodgers, recently publisher and editor of the Provo, Utah, Herald, has purchased the Burlingame, Calif., Star. The Star will be changed to a daily newspaper.

Changes Name to Hanser-Churchill, Inc.

The Hanser Agency, Inc., New York, has changed its name to Hanser-Churchill, Inc. The change is one of name only.

Frank N. Sim with Dodge Brothers

Frank N. Sim, who has been adver-tising manager of The Timken Detroit Axle Company for the last ten years, has joined Dodge Brothers, Detroit.

Boston Gets Direct Mail Convention

The board of governors of the Direct Mail Advertising Association, at its quarterly meeting which was held in New York on January 24, decided to hold the 1925 convention of the association in Boston on October 28, 29 and 30. Buffalo and Minneapolis were runners-up for convention honors.

Charles W. Collier, field secretary. will move his headquarters to Boston on February 1.

Lou E. Holland, president of the Associated Advertising Clubs of the World, spoke at the meeting and urged The board of governors of the Di-

World, spoke at the meeting and urged co-operation among the various departments of the National Advertising Commission.

Following the meeting the governors gave a dinner at the Biltmore in cele Joseph Meadon, a member of the board and a former president of the asso-

Advertising Urged to Secure Trade Apprentices

"The American business man's false "The American business man's false generosity actually discourages young men from taking up a life of lahor. Bell boys, theatre ushers and red cap make many times from tips what a workingman earns," said C. H. Barrett, of Bloomington, Ill., speaking before the national convention of the International Cut Stone Contractors & Quarrymen's Association at Atlantic City last week

ternational Cut Stone Contractors & Quarrymen's Association at Atlantic Citv last week. "Youth," Mr. Barrett continued, "is bound to analyze these opportunities and is taking the easiest way of getting the coin rather than to fortify himself with a legitimate trade." Mr. Barrett urged as a remedy a concerted educational contracts. educational campaign to instruct youth concerning the advantages of acquiring

skilled trade.

"Review of Reviews" Advances W. F. Shea

Walter F. Shea, who has been with The American Review of Reviews for nearly seven years, has been appointed Eastern manager of The Review of Re-views Corporation. New York, He will have charge of the Eastern territory of The American Review of Reviews and The Golden Book.

Kresge Stores Elect Officers

At a recent meeting of the directors of the Kresse Department Stores. New-ark, N. J., A. C. Case was elected vice-president, E. W. Glover, treasurer, and Mr. Glover were also elected directors.

Leaves "Popular Radio"

Harold C. Bodman has resigned as secretary and director of Popular Radio, Inc., New York, and as secretary and director of the New Fiction Publishing Corporation.

Tor Your Files Eventually-if not now-you'll need signs, and when you do need them you'll want all the facts about the most durable and economical of all signs—in other words, "Ing-Rich" Signs of solid porcelain (fused into steel). This catalogue pictures "Ing-Rich" Signs in color and explains their remarkable durability. economy and other advantages. It may help you to economize on sign expense now or later. A copy will be mailed on request without obligation of any kind.

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Write for yours.

Ingram-Richardson Mfg. Company

College Hill Beaver Falls, Pa.

13.78% Gain in Paid Circulation in 1924

With the December 1924 issue PRINTERS' INK MONTHLY closed the biggest advertising and subscription year in its history.

In paid-in-advance mail subscriptions the MONTHLY shows a gain of 13.78% over a year ago.

This increase in net-paid circulation is due to the editorial merit of the MONTHLY, and was secured without the use of premiums, canvassers, reduced subscription rates or other forced circulation methods.

Audit Bureau report on application.

PRINTERS' INK MONTHLY 185 Madison Avenue New York

Net paid (December) 16,279 - Total edition 17,500

, 1025

First Change in Rates in Over Five Years!

Effective with the April 1925 issue. there will be new rates in effect on display advertising in PRINTERS' INK MONTHLY. The page rate will be \$200; 2/3 page, \$150; 1/3 page, \$80.

For a minimum of 12 one-third pages or more, advertisers will get the benefit of our present rates, provided the order becomes effective with the March issue.

This advance announcement will enable many of our advertisers and prospective advertisers to arrange to secure protection at the present rates.

PRINTERS' INK MONTHLY

185 Madison Avenue

New York

Net paid (December) 16,279 - Total edition 17,500

Twelve Ways of Making Small Newspaper Space Seem Larger

Wise Use of White Space and Judicious Arrangement of Borders Has Much to Do with It

By W. Livingston Larned

WHEN the newspaper adver-tiser's appropriation calls for small space and a great many in-sertions he is constantly beset by a sort of nightmare which rises before him, crying: "You will not be seen. There are so many bold displays and so many larger advertisements, nobody will ever know you are advertising."

This is no more than an illusion, however. It is only necessary to study newspaper advertising to discover what may be done to make moderate-size displays not only hold their own, but actually attract more attention than much

larger advertisements.

Although some or all of the methods of accomplishing this have been set down previously, we would like to assemble them and present the entire list. If these methods are followed there need be no fear of inability to produce small-space newspaper advertising which will prove its power of reader interest.

These suggestions are based, not on theory, but upon the funda-mentals of composition and visual reaction. They are as certain and as infallible as that one black and white street car card, shrewdly designed, can appeal to the eye with a surer touch, than a dozen cards in full color. It is, as always, a matter of contrast. And contrast is the life of concentrated attention. It seldom fails.

Summed up from experience in this field, we would say that an advertiser in newspapers must pay strict attention to these twelve paramount considerations:

(1) Separate your display from all surrounding material with a liberal area of white marginal

(2) Eliminate outside borders, that is, borders which closely confine the space limitations and run right out to the column rules.
(3) Avoid illustrations, in pen and ink, which are cluttered with infinite detail, whether in large space or small and invariably play a "light" against a "dark." Jan of

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(4) Provide for vivid and even spectacular contrasts. Contrast is A block of text should have "breathing space"; an illustration should not be of one, over-all

(5) Never feel that you must fill the entire space of the actual advertisement. A certain amount of that space should be held inviolate, as a means of protecting the display from competition. One national advertiser, using many newspapers, invariably decreases his total space by an inch, all-round, in order to make sure of this point.

(6) Study the prevailing illustrative trends. If the majority of advertisers are employing a heavy, black technique then go in for drawings which are directly the

(7) Never attempt to put too much into small space. A clut-tered newspaper illustration is a failure before it starts.

(8) Confine typography to one unit. Scattering it, here and there and everywhere, throughout an advertisement, means scattered at-

tention.

(9) Invariably remember that a newspaper page is of one general The reading columns assist in producing this. To dominate, you must combat this over-all tone. And sharp, even spectacular, contrasts are the real secret.

(11) "Preferred position" is not so important as the vigor of the illustration, and its placing in the layout. An advertiser will always find it necessary to take into consideration the display advertising of large department stores. Be different. If they pack their spaces to the utmost limit, then give your campaign "air." Hold it away from that which is on every

(12) Select picture subjects which are timely and of news value. A newspaper's first func-

summer day at Coney Island, "But only about a third of the Buicks in active use would be needed to provide every bather with a car," then there is a picture of output. With the aid of such familiar comparisons, the immensity of the figure can be grasped.

The illustrative and copy themes were born of live news and of familiar public knowledge.

Aside from the basic theme for the series, however, the layout ideas constitute the best answer to successful newspaper display, regardless of competition. The Buick series was but three columns in width, by a little more in depth. It was run at a time when all automobile manufacturers competing for attention. The majority of these competing accounts used considerably larger space.

But the Buick smallspace layouts were the first thing a person was apt to see on the newspaper page. Why? The answer does not rest wholly

in the selection of a live, newsy copy thought, although crowds were visualized in every conceivable manner, from popular polo matches to the Yale bowl.

The answer is found in the fact that the displays were scientifical-

ly constructed to "catch the eye."

No borders emphasized the
space limitations. There were
mortises for type, and these were
held together by bold ruled border
lines, but they were within the
illustrations. They occupied central position. The pictures surrounded them.

The illustrations did not fill up every available inch, out to the newspaper column rules. Moreover, they were done in a sketchy, outline spirit, filled with action, which permitted a line or two to tell a great deal of the artist's story. A crowd of 350,000 per-



THESE SMALL-SIZE BUICK ADVERTISEMENTS WERE SCIEN-TIFICALLY CONSTRUCTED TO CATCH THE EYE

tion is as a news carrier. Advertising which fits into this mood is more certain of its reader.

It is possible to illustrate all twelve methods by reproducing and discussing examples of an elaborate newspaper campaign recently used in newspapers, for the Buick automobile.

First came a "news" idea which governed both copy and illustration. The Buick Motor Company selected as its theme the volume of There are more than output. 1,000,000 Buicks in service. fact represented a valuable talk-The company appreciing point. ated, however, that the average reader could not, through figures alone, visualize the magnitude of factory production. Consequently, the copy explains that 350,000 people go for a swim on any hot

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sons on a Coney Island beach, for instance, might boil down to a few dots, a dash of color here and there. The remainder of the com-

position was white paper.

If the artist had filled all this outside area with pen strokes, with color, with shading, the advertisements would not have been effec-What was omitted made each display powerful. And the odd part of it was that by eliminating the conventional outside border running to the extreme limits of the space, the advertisements seemed much larger. It is a visual trick, an optical illusion. If, let us say, the advertisement

mentioned the fact that 127,000. people pass in and out of the doors of the Equitable Life Building in New York daily, this story was told, in an illustrative way, by the merest suggestion of the door of the building at the upper left of the composition, while the crowds of people disappeared, beyond the margin, at the lower right. result was that the 127,000 were successfully suggested though every last individual person was pictured. This meant that three-fourths of the outer marginal space was protective white. It "rested" the eye. It held back anything that might be on either side, or top and bottom.

APPEAL TO THE IMAGINATION

Real genius in drawing is required to eliminate. It is far too easy to "fill in" with detail and to leave nothing to the imagination. Borders have come to be a sort They are of advertising habit. employed when there is no real excuse or reason for them. Without exception, they make any given space seem smaller than it actually is. They deceive the eye. They cramp. They bind in. They are just another added unit, when newspaper display should rather seek to leave out.

The popular belief seems to be that a "good, strong border" will shut out competition, and will segregate an advertisement from surrounding material. This is not true, particularly of small-space displays. Margins of white and the elimination of the border do

far more to provide attentioncompelling value, than even the most decorative border.

Borders can very easily become a vice. For one thing, they seem to make the first preliminary sketch seem ship-shape. dress it up. But newspaper displays should never be judged independent of the newspaper page as a composite proposition. To build the ideal newspaper display it is necessary to consider the first rough sketch in the light of the competition it must inevitably

In proof form, an advertising display may seem admirable. Place a proof of it on a newspaper page and its weaknesses at once become apparent.

The Buick series is not the only campaign observing the rules and suggestions previously However, the Buick copy was so widely used that we feel it will be

understood by the greatest number.

Buick first selected a live, newsy theme. Then it followed this up with very shrewd compositions which were calculated to make a three-column display hold its own against a half page. Others might use masses of black, but the Buck pictures were in sketchy outline and every competitor assisted in the good work of making Buick advertisements all the more conspicuous.

General Headquarters for Reliable Information

FAIRALL & BATTENFIELD, INC. Des Moines, Iowa, Jan. 15, 1925.
Editor of Printers' Ink:
Please accept our sincere thanks for

the valuable information which you have sent us on the subject of revision of

discounts to jobbers.

PRINTERS' INK certainly has proved itself the general headquarters for reliable information on every new velopment in merchandising and adver-

tising practice.
FAIRALL & BATTENFIELD, INC. L. R. FAIRALL.

Co-operative Association to Advertise

The Pennsylvania Farmers Co-Operative Association has decided to conduct an advertising campaign. Farm papers will be used. Robert H. Dippy, advertising agent, Philadelphia, will direct this campaign.

The Religious Press FOR God and Country

The Religious Press, whatever its faith, whatever its denomination is always and invariably 100% clean, 100% loyal, 100% true to its ideals, therefore 100% efficient in its importance.

TRUTH MAGAZINE, a Catholic national monthly, pays advertisers.

TRUTH'S age—it was established 1898. Its prestige, its reader confidence, its remarkable editorial excellence, its interesting departmental features, its guaranteed circulation, and its reasonable rates all combine to make TRUTH MAGAZINE the best medium for advertisers in the National Catholic periodical field.

TRUTH MAGAZINE, a member of the Audit Bureau of Circulations 11 consecutive years.

TRUTH MAGAZINE, a member of the Catholic Press Association 10 consecutive years.

Copy for current issue must be at the office on or before the 1st of the month preceding date of issue.

Joseph P. Sheils, Western Advertising Office 906 Boyce Building, Chicago, Ill. Edward P. Boyce, Eastern Advertising Office 95 Madison Avenue, New York, N. Y.

JOHN J. O'KEEFFE, Publisher 412 Eighth Avenue, New York

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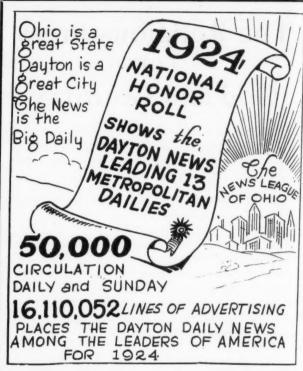
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Dayton News	. 16,110,052
Birmingham News	. 15,881,446
Dallas Times-Herald	. 14,980,954
Toledo Blade	. 14,964,915
Portland Oregonian	
Seattle Times	
l'inneapolis Tribune	. 14,356,863
i oston Globe	. 14,328,068
i dcinnati Times-Star	. 13,941,165
Buffale Evening News.	. 13,929,481
Long Beach Telegram	. 12,291,524
St. Paul Dispatch	. 11,718,252
Omaha World-Herald	. 11,700,220

THE DAYTON NEWS LEADS

PERS IN
San Antoni
Syracuse
Rochester
Jersey City
Boston
Omaha
Seattle
Houston
St. Paul
Brooklyn
Memphis

The NEWS LEAGUE of OHIO

DAYTON—SPRINGFIELD—CANTON NEWS NATIONAL ADVERTISING OFFERED ON A COMBINATION RATE BASIS 1025

Consumers Who Go to Sleep on the Retailer's Books

HENRY E. MILLAR ADVERTISING BUSINESS COUNSEL Los Angeles, Calif.

Editor of PRINTERS INK:

We have a request from one of our clients for information regarding the nee of letters sent to charge account customers who have not made use of their accounts during the past year.

I rather imagine there are a great many readers of PRINTERS INK who use letters to reawaken these sleeping accounts whose credit is perfectly good. Frankly, we have no information in our files on the subject or copies of suggested letters. I wonder if you could publish such a request with the end in view that some of your readers would mail us or you copies of such form letters and some comments on the results they have secured. sults they have secured.

HENRY E. MILLAR.

"ONE pretty good way to get rid of a pestering sales-man," said a well-known man in a magazine interview recently, "is to give him a small order."

Not only will that hold true with many salesmen, but it is true of many mail-order houses, national advertisers and retail merchants. As long as a prospect preserves his status quo, he is fair game and much hunted. Once let him yield himself to capture, however, he becomes a customer and

the chase is over.

Certainly it is curious that a successful way for a prospect to lose his identity as the object of sales solicitation, is to euroll himself on the books of the soliciting concern as a one-purchase customer. With his correct name and address on record, and his credit approved, one would think the one-order customer should be regarded by the company as a triple-A prospect for more sales. The problem of keeping him buying is much the same in the case of a sleeping dealer as a sleeping consumer. Letters are as effective with dealers as with consumers, and have often been used with good results, as many articles in

PRINTERS' INK have described.
In PRINTERS' INK of June 19, 1924, the Carey Salt Company, of Hutchinson, Kans., told how it had sent out a letter to a list of its dealers who were "lost, strayed or

Punch 1925

Heavy Advance Bookings throughout the New Year

IN Twenty-Six issues of the Fifty - Two available for Advertising in 1925 there is not now a sing e full page available.

In the remaining Twenty-Six issues there are s'ill from Five to Six pages available, so that Manufacturers Merchants who have not vet made their plans for the New Year can be accommodated with space for their requirements provided orders are received quickly.

The number of advertising pages in each issue PUNCH" is strictly limited and when that limit is reached no further orders can be accepted. Therefore, to ensure definite dates and regularity of insertion:

Advance Booking is Always Essential.

MARION IEAN LYON Advertisement Manager, "PUNCH" So, FLEET STREET LONDON, E.C. 4., ENG.

Statement insued on January 1st, 19's

Jan.

stolen." The letter was quoted in It brought something like 50 per cent replies-quite a high percentage under the circumstances. The effectiveness of the letter lay in its personal appeal. It was signed by R. G. Streeter. manager of sales and advertising. who opened his communication with these friendly words: "This letter is from me to you. Never mind the Carey Salt Company." While it was a long letter, it was very chatty and informal, and was accompanied by a stamped and addressed postal card bearing a skeleton form on its reverse side to permit the dealer to indicate with a minimum of effort just why he hadn't made any purchase for a long time.

A list of other articles that have been printed in PRINTERS' INK on this subject has been forwarded to Mr. Millar. Another aspect of the subject, however, is suggested by his letter of inquiry, namely,

helping the dealer to revive his comatose accounts.

Retailers have sleeping customers just as manufacturers have Manufacturers sleeping dealers. frequently conduct national campaigns to attract new customers to dealers' stores. But campaigns to restore to buying activity the dealer's sleeping customers are not so frequently heard of. Letters. prepared by the manufacturer, and sent to his dealers for use on customers who have not purchased for six months or a year, could be used with excellent results.

Methods followed by some of the large metropolitan department stores are often suggestive. "Beg-ging" letters are seldom used by these stores-letters in which the merchant protests that he is distraught because the customer hasn't purchased anything lately and begging him or her to name the reason. Rather, some special offering of merchandise, or the

made by GRAMMES

combining the qualities of Roebling steel and Grammes workmanship. John A. Roebling & Sons Co. of Trenton-the pottery city-thus expresses confidence in Grammes. This specialty suggests the rugged quality of Roebling Wire Ropes and Cables.



New York Office, 3412 Woolworth Bldg. Telephone, Whitehall 2637

1875-Our Fiftieth Year-1925



Mfrs. Metal Specialties, Name Plates, Display Devices, Adv. Novelties

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The Great American Family



EVERYWHERE throughout the land dwell the Caseys. Working and playing, earning and spending, they are representative of that rich and responsive market, the American Home.

As an individual, Casey is an alert, industrious American citizen, swinging briskly along one of the various walks of life, buying for himself and for his family the things that other men buy.

As a Knight of Columbus, he has the traditional loyalty of that splendid American body which unites more than three quarters of a million men of common faith and ideals.

And Casey and his family read **[OLUMBIA]** their own monthly magazine.

It is only natural that Casey's enthusiasm for his publication should inspire in him that friendly attitude which means so much to **COLUMBIA** advertisers.

**Casey" is the affectionate name given the F. C. by the American Doughboys.

COLUMBIA

The Largest Catholic Magazine in the World

A National Monthly Published, Printed and Circulated by the Knights of Columbus

Net Circulation 775,000—more than a million and a half readers. Applicant for membership in the Audit Bureau of Circulations.

D. J. GILLESPIE, Adv. Director 25 West 43rd Street New York City J. F. JENKINS, Western Manager 202 South State Street Chicago, Ill.

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occasion of a regular or special sale, is played up and made the excuse for the letter, or some feature of the store's service, perhaps a new feature, is explained.

A great many stores have a personal buying service in charge of an actual or fictitious person, and a description of this service makes a good letter. For example, during the holiday season just past, some customers of the John Wanamaker store in New Yorkparticularly customers who had not made any purchases for a year -received the following letter with name and address filled in and the body of the letter processed in script:

My Dear Mrs. Johnson:

If you are too busy to do your Christmas shopping in the old fashioned way, the staff of our Personal Service Bureau-is particularly equipped to do

it for you. The personnel of this staff under-stands the wants of people of discrimin-ating taste and judgment and will not only advise you of appropriate gifts but purchase them for you, attend to send-ing and enclose cards when so desired. Should you care to take advantage of

its services, call personally John Wana-maker, New York Second Floor Old Building, or telephone Stuyvesant 4700 extension 257 and 258. Your orders by mail will also receive prompt and personal attention.

Cordially,

IDA RUE, Personal Service Bureau. Christmas 1924

This letter brought several hundred responses-replies by telephone and mail, and personal calls. "Ida Rue" is an actual person, who has three or four assistants. Many former customers of the store were brought back by this letter. Its effectiveness was due in large measure to the fact that it had something very specific to talk about and provided the re-cipient with a definite way in which to respond.

Perhaps there is a suggestion here, first for manufacturers to learn more about their dealers' store and service facilities, and second, for providing the dealer with some good letters that will revitalize the dead account .- [Ed.

PRINTERS' INK.

Walter W. Hoops President

David C. Thomas Vice-President

9 East Huron Street

Chicago Illinois

We offer you the counsel and active advertising work of two principals of mature experience backed by a highly competent and smooth working organization of 17 people

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Earn More Money Through **Business Writing**

Thousands of men and women have in them the latent ability to write good business copy and to earn good money doing it. S. Roland Hall tells you how! He gives you the practical training needed to take advantage of the profitable opportuni-ties in the business-writing field. He gives you in this library the training necessary to qualify for such well-paying positions as correspondence supervisor, collection correspondent, salesletter-writer, house-organ editor and publicity writer. He tells

you how to write business stories and articles for magazines. S. ROLAND HALL'S PRACTICAL BUSINESS WRITING

Four volumes, 1272 pages, 5½ x 8, fully illustrated, library binding. \$1.00 in ten days and \$2.00 monthly for five months.

These four meaty volumes tell you just what you need to know to turn your business-writing ability into cash. They give you training for work in writing business magazine articles, publicity matter, advertisements, surveys, reports, sales letters, adjustment and collection letters, etc.

Sent on approval-no money down-small monthly payments

These four books will increase your earning power by giving you a thorough mastery of business-writing principles and methods.

McGRAW-HILL FREE EXAMINATION COUPON

McGraw-Hill Book Company, Inc., 370 Seventh Avenue, New York.

You may send me the HALL PRACTICAL BUSINESS WRITING LIBRARY for ten days' free examination.

If the books are satisfactory, I will send \$1.00 in ten days and \$2 a month until your special price of \$11.00 has been paid. If not wanted, I will write you for shipping instructions.

Signed

Address

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NEW BEDFORD STANDARD MERCURY

New Bedford Massachusetts

ANNOUNCES

the appointment of the

CHAS. H. EDDY COMPANY

New York Chicago Boston

as its

National Advertising Representative

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THIS APPOINTMENT
IS EFFECTIVE
JANUARY FIRST
1925

When One Good Trade-Mark Ties Up with Another

The Experiences of the Varsity Underwear Company in Lifting Its Line Out of a Rut by Pairing Off with "Fruit of the Loom"

By James True

WHAT are the advantages to a manufacturer of a fairly well-known brand of merchandise when he advertises and features the fact that his product is made of a certain celebrated raw or semi-finished material? For about three years, the makers of Varsity Underwear, in Baltimore, have been doing this. They have already profited by several advantages, and their experience strongly indicates that many good trademarks in various fields of business could be paired off in a similar manner and with marked advantage to all concerned. According to Leonard H. Weil, president of the Varsity Underwear Company, this plan has resulted in merchandising advantages and opportunities that assure a steadily increasing business.

Mr. Weil explains that his company had been in business for fifteen years when it was decided to tie-up with "Fruit of the Loom." Varsity Athletic Underware for men and boys was favorably known to the trade and was sold throughout the greater part of the country. Competition had increased steadily, however, and strong selling features in the business were difficult to devise.

"Probably the most appealing phase of the plan," Mr. Weil continued, "was that it offered a new, attractive and exclusive selling feature. For several years, our selling methods had been pretty well standardized. Our salesmen were telling the same old story over and over again, season after season, and it wasn't so very different from the story other athletic underwear salesmen were telling to the trade.

"For seventy-five or eighty years, Fruit of the Loom had been a widely and very favorably known brand of fabrics. The trade-mark is familiar to practically every intelligent woman in the country and to many men, and it always has stood for high quality. The manufacturer made up a line of fabrics that are especially adapted to our merchandise, and, after about three years of experience, we consider the tie-up of merchandise and trademarks an excellent combination.

"We had advertised our line somewhat to the trade, and we had specialized on a line of high quality, selling it mainly to the men's clothing and furnishing trade. Understand, our business was successful. We had experienced a healthy growth. But, as I've said, we had been going along for some time in pretty much of a rut.

"The new proposition did not disturb our regular line of about forty items. We merely added about ten men's and lady's athletic union suits made of Fruit of the Loom. In these numbers we placed the Fruit of the Loom label with our own, and in all of our advertising to the trade and the public we have since followed the same plan of featuring both trade-marks.

"Perhaps I can sum up the advantages of the plan by saying that it put new life into our business. It gave our salesmen something new and interesting to talk about; it gave us an attractive advertising angle; it added new accounts, opened up a new selling field to us, assisted in solving the price-cutting problem, aided us in overcoming the tendency of the trade to buy in small quantities, and brought us into better cooperation with our customers.

"Since we decided on the plan we have been spending between 3 and 4 per cent of our volume on advertising the Fruit of the Dominant for 16 years in Florida's Agricultural Field

He GROWER

A state paper of unusual merit. Reaching well-to-do fruit growers and prosperous truck farmers.

Representation
Wallace C. Richardson, Inc.
New York
John D. Ross
Chicago
George M. Kohn
Atlanta

THE FLORIDA GROWER Tampa, Florida

dress

Treshen up your house-organ or your publication with a new typographical dress. Consult us.



CURRIER & HARFORD L'd

Typography

27 East 31 New York Cal 6076

Loom numbers. The money has gone largely into business papers and dealer helps. Last spring we ran a newspaper campaign in nine cities. Although we bore the entire expense of the newspaper advertising, we sought the co-operation of our customers in the cities selected to assist us in our determination of mediums and in timing the advertising to bring our accounts the maximum results."

Specimens of the advertising how that, in every instance, Varsity and Fruit of the Loom rade-marks are combined and hat the copy emphasizes both. Phrases like "Putting two famous a'els to work side by side," and 'Now a better fabric in a better underwear," with the labels feaured, abound.

"While, for a number of years," Mr. Weil observed, "we had sold several excellent department store accounts, they were rather the exception, and we did not care to sell any but stores of the highest class. With the Fruit of the Loom proposition we have found it possible to sell a number of the best stores of the kind in the country, and in many instances the special numbers have served as a selling wedge for our entire line. In this way the proposition has opened many new and desirable accounts by introducing our goods to a wider merchandising field."

The subject of hand-to-mouth buying by the retail trade was discussed at some length by Mr. Weil. While his company has not entirely solved the problem, some resultful work has been done.

When small orders first began to predominate, many months ago, the Varsity company began an inquiry into the conditions that prompted the practice. It found that dealers, in their determination to secure maximum turnover and make the manufacturer carry the stock load, were actually increasing their selling expenses and missing sales.

The company accumulated an impressive array of facts and figures that clearly illustrated the dead-line beyond which a dealer could not go in the matter of re-

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The Omaha Newspapers' Advertising Score

Summary of Display Advertising Appearing in the Three Omaha Newspapers during the year 1924.

Each starred classification below indicates the World-Herald exceeded the other two papers combined.

(Compiled by the Haynes Advertising Agency. Figures in lines.)

Automobiles-	World-Herald	Bee	News
Motor Cars	454.097	236,747	272,314
Trucks and Tractors	10,374	6,118	6,790
*Accessories	40,159	14.014	12,950
*Tires	67,417	5.712	26,117
Amusements	420,924	383,558	405,531
*Apparel—Men's	718,886	138,754	123,018
*Apparel—Women's	834.652	330,498	261,912
*Building Material	110,593	27,230	15,491
*Books and Publications	114,527	42,014	13,104
*Coal	77,665	26,551	27,335
†Coal—(Affiliated Enterprises)		40,551	
Department Stores	1,940,526	1,292,900	1,363,201
*Electrical Appliances	70,917	8,491	20,034
Farm Accessories	21,238	18,900	4,536
	112,826	97,482	40,544
Financial and Fin. Pub	849,709	368,956	301,693
*Food	694,127	362,033	378,245
Furniture	120,113	20,580	28,959
*Hardware	190,281	16,016	83,958
*Household Appliances	54,957	32,249	22,911
Insurance	124,383	39,690	
Jewelry		25,333	117,418
*Millinery	93,289		36,071
Musical	287,063	134,176	254,233
*Office Supplies	58,030	3,262	609
Public Utilities	116,788	114,590	114,023
*Radio	141,365	20,881	22,666
Railroads	169,540	121,254	96,180
*Resorts and Hotels	80,381	33,978	21,980
Schools and Colleges	29,022	24,605	18,298
*Shoes	172,249	52,507	48,328
*Tobacco	139,384	70,056	39,592
Toilet Goods	140,665	139,013	111,209
Miscellaneous	564,501	445,174	422,611
†Ditto—(Affiliated Enterprises)		55,116	4,424
*Want Ads	2,679,572	709,534	701,162
*Total Clean Advertising	11,700,220	5,458,523	5,417,447
Medical Ads	None	458,472	504,910

†Enterprises owned by the publisher of the newspaper indicated.

OMAHA WORLD-HERALD

Most News Most Ads Most Circulation

O'MARA & ORMSBEE, INC., National Representatives

New York Detroit Chicago San Francisco

Jan

ARE

Advertising Managers
Searching for Information

About "STANDARD REMEDIES"?

They are,—and to give them first-hand knowledge of this unusual publication, we have prepared a folder with the above title briefly stating the policies of its management and the market it offers to its advertisers.

> Ask for a Copy—Gladly Furnished Upon Request

STANDARD REMEDIES PUBLISHING CO. 425 Star Building Washington, D. C.

110 East 42nd St., New York City 1027 Rockery Bidg., Chicago, III. 1112 Hodiamont St., St. Louis, Mo.

MAIL ORDER EXECUTIVE WANTED

Experienced and Thoroughly Capable

Manufacturer has unusually responsible position open for wellqualified man only, capable of preparing copy, managing, directing large correspondence with thousands of customers. Good salary. Prefer married man, age 30-35, with long experience in managing agents. The man we want is now employed in a responsible position at good salary, but has limited opportunities. No personal interviews except by appointment. Correspondence confidential. age, experience, salary expected in first letter. W. T. Rawleigh Co., 1 Liberty St., Freeport, Illinois.

duced orders without losing money. It equipped its salesmen with the facts and information, and it then worked out the specifications of a typical stock order that would coincide with these statistics.

"This campaign of education,"
Mr. Weil said, "is based on the
supposition that most of the
manufacturer's and dealer's interests are at least closely related
when they are not identical. Our
effort has been to induce the retailer to invest in an adequate
stock of our goods, a stock that
would allow a turnover at a rate
that would not lose sales, and that
would give us orders of a size
sufficient to make them profitable.

"This effort has been partially successful. I am quite sure that we have not suffered from the small-order evil to the extent others have. It is obvious that the Fruit of the Loom trademark has been of material aid to us in this connection because it strengthened our line and made it more desirable from the average retailer's viewpoint."

Underwear Account to Humphrey Agency

The Sterling Knit Goods Company, Cambridge, Mass., manufacturer of men's underwear, has appointed the H. B. Humphrey Company, Inc., advertising agency, Boston, to direct its advertising. Magazines will be used in a campaign which will start in the spring.

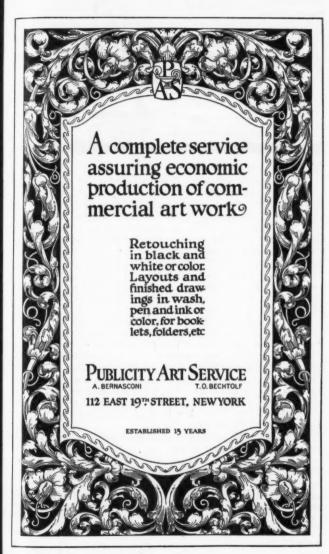
B. F. Conner Joins Johns-Pratt Company

B. Franklin Conner, general sales manager of the Auburn Button Works, Auburn, N. Y., has resigned to become sales manager of the moulding divisions of the Johns-Pratt Company, Hartford, Conn.

Rubberstone Account with Martin Advertising Agency

The Rubberstone Corporation, New York, manufacturer of Rubberstone, a composition tile flooring, has placed its advertising account with the Martin Advertising Agency, also of New York. Architectural trade papers will be used.

Joins Kansas City "Star"
F. O. Poor, formerly with the Class
Journal Company in Kansas City territory, has joined the staff of the Kansas
City Star.



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Dear Friend:

"A bottle of milk is a bottle of health!"
Do you know it is utterly impossible to raise
physically strong and mentally sound children
without a constant diet of the white pectar?

The trouble with hundreds of thousands of children in this broad land today--children of the rich and poor alike--their little bodies dwarfed and their minds undeveloped, is that they have been denied those life-giving, life-sustaining, nutritive and protective elements contained only in sufficient quantity in the one perfect food--milk.

Do you think I am overstating the case? Consult the most eminent authorities. Go to the health records of our schools and you will find an appalling number of under-nourished, undeveloped children--a condition due very largely to a faulty diet that can be corrected by the inclusion of the proper amount of milk and milk products in their daily diet.

A healthy, growing child requires one quart of milk every day!

There's an immeasurable satisfaction in being associated with so vital an industry as Dairying.

I fancy that all of the Dairy Johns, both within and without the Hoard's Dairyman family-and it's a big family-take a large measure of pride in the fact that they are identified with an industry that is helping to produce a strong, virile, dominating race.

Hoard's Dairyman is the National Dairy Farm

Magazine.

Yours truly,

Dairy John

A Million for Advertising

Five Truths about Advertising That Have Been Definitely Proved

By Bruce Barton

T () answer the question, "Who I spends the most in advertis-ing?" is difficult. Magazine advertising is checked by several organizations and the records are fairly complete. In 1923 there were seventy-five companies in the United States which spent more than a quarter of a million dollars apiece for space in the thirtytwo principal magazines.

The leader of the list is a manufacturer of canned soup. Next to him come two manufacturers of soap and toilet goods. Then a manufacturer of inexpensive rugs, and, fifth, a manufacturer of pho-

nographs and records.

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These are magazine figures only, remember. If the newspaper and outdoor totals were taken the list would be very different, but no accurate data are available from these fields. We do know, however, that one manufacturer of chewing gum spends more than four million dollars a year, principally in signs and car cards; and that many of the advertisers in magazines use newspapers or posters in amounts greater than their magazine expenditure.

Even Henry Ford has joined the ranks. For years he was held up by critics of advertising as the prize example of business success

without advertising cost. "Look at Ford," they said. "He doesn't spend a nickel, yet he gets millions of dollars of free advertising in the newspapers by clever

publicity."

This was true. Ford's name was more often mentioned in the news columns than that of any other living man. But Ford was not misled. He knew that there is a vast difference between having the papers "say something about you" and using the papers to say the things which you want the public

Looking ahead, Ford saw clearly that he must create an even wider

market for his cars if he is to maintain a production of three thousand or more a day; that he must inspire people hitherto unreached with the desire to own a Ford. A year ago, therefore, he set aside seven million dollars to be spent in advertising-an appropriation which puts him very near the top of the list.

If Ford has finally seen the light; if all these other shrewd manufacturers who have been advertising for so many years continue to increase their expenditures, advertising must be a profitable investment. These men are not in business for any philanthropic They have pride, of motive. course, but they would never spend these millions just for the pleasure of seeing their names in print. What gives them courage to carry on? How can they be sure that this great expenditure pays?

THE "GUESS" IS DIMINISHING

They cannot be entirely sure. Where there is such a vast investment there must necessarily be some waste. Human nature is a very difficult element to weigh and measure; you can never be absolutely certain that such and such an advertising message will produce such and such a result. But as time goes on the "guess" in advertising grows less.

advertising Today's expenditures are giant oaks which yesterday were very tiny acorns. One prominent automobile company began advertising fifteen years ago with a total expenditure of \$100.65.

The manufacturer of chewing gum whose \$4,000,000 annual appropriation has already been cited made his first plunge into the advertising ocean with \$32-his entire capital at that time. A fountain pen which has been made internationally famous by several million dollars' worth of advertising began its advertising career

Reprinted with permission from Liberty.

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with an expenditure of \$62.50.

It is an axiom with advertising men that "nothing will succeed with advertising which is not good enough to succeed without it."

Advertising, in other words, can perform no miracles. It cannot turn a bad product into a good one, nor persuade people to buy a second time something which proved unworthy on the first trial. All it can do is to hasten success; and that it has done for the companies whose experience has been instanced, and for thousands of others.

Advertising is a factor in improving the quality of goods and reducing their cost. This is the second truth which advertisers and their agents have proved beyond doubt.

Some years ago a big baking company was formed by the purchase and consolidation of a number of plants. It was in the period

when "mergers" and "consolidations" were very much the style and the idea was prevalent that if you put together a lot of small unsuccessful businesses you would immediately make a big successful business. So the new baking company was formed, but it made slow progress. Plants that had been losing money before the merger continued to lose, and the good plants did very little better.

The new management took a leaf out of the notebook of Henry Ford, who, by making only one thing and sticking to it, gets enormous production and very low They determined to discosts. continue all of their various lines of bread and produce one new loaf which should be uniform everywhere in size, quality, and They designed the loaf of price. the best materials, gave it an attractive name, and began to advertise. The result is a sale

S-ROLAND HALL- EASTON - PENNSYLVANIA

FIRST NATIONAL BANK BUILDING

Send promptly to Postmaster-General New

a marked copy of every periodical that you see exploiting a so-called medical preventive or cure for consumption or cancer.

Just now, when publishers have been arguing so earnestly that the second-class rate helps to maintain a great "public service," I believe that our alert Postmaster-General will be interested in seeing just how many of the publishers use this valued privilege as a subsidy for the dissemination of dangerous, death-hastening misinformation on the great scourges of tuberculosis and cancer.

Refer to the Printers' Ink article, "An Outrageous Use of Advertising," January 1 issue. Read the fine editorial in January World's Work on this subject. The W. V. labels such advertisers and publishers as "terrible menaces to society."

Sholand Hall

9, 1925

JAPAN'S FOREIGN TRADE

AN AMAZING GROWTH!

The U. S. Department of Commerce publishes the following record of Japan's foreign trade since the country was thrown open to the trade of the world:.

胜				
43				YEN
#	1868			26,246,000.00
里	1900			500,000,000.00
	1918			3,630,000,000.00
新	1923			3,435,000,000.00
7 33	1924	•	•	4,265,000,000.00
#1				

35% of Japan's foreign trade for 1924 was with the United States

Advertisers can cover this rich market through the columns of the "Quality Group" of dailies consisting of The Japan Advertiser, Jiji Shimpo, Hochi Shimbun, Tokyo Asahi, Osaka Asahi and Osaka Jiji.

Combined Net Paid Circulation . . . 2,662,000 Daily

Special Representatives in America

TRANS-PACIFIC ADVERTISING & SERVICE BUREAU, Inc.

JOSEPH P. BARRY, Vice-President

342 Madison Avenue, New York

Circulation data and rates supplied for every publication in Japan. Over 200 Far Eastern publications on our lists

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An Advertising Art Organization in New York desires to add to its staff another \$10,000 man

He must be a real figure-man, draughtsman colorist with experience, broad vision and able to express this "art ability plus" in pen, pencil and brush. Such a man will find a cordial welcome from a congenial group of similarly highpriced specialists. If you sincerely believe you possess this ability write fully and send specimens of your work. The specimens will be promptly returned and your communication held in strict confidence.

Address "C," Box 235, Printers' Ink which has grown steadily straight through the years.

But the more important fact is this—the loaf sells at the same price as its competitors, but it contains one cent more value in better lard, better flour, and sugar and milk. Quantity production has made that possible; and without advertising there would have been no quantity production.

Similar examples exist in every branch of industry. When sometone says to you that "the consumer pays for advertising" or that "the millions spent in advertising are a waste" he is talking without any knowledge of business economics. Thousands of products sell today at a fraction of their former price because advertising has built up volume, and volume has lowered costs.

Advertising creates new habits and stimulates new thinking—the third advertising truth. In this sense it is a vital factor in progress, for progress is created by the multiplication of human wants. The savage has almost no wants; a rude tent to protect him from the rain, a bow and arrow and a fishing line, a few skins for clothes, and he is satisfied. Hence, though a thousand years pass, the savage tribe takes no forward step.

NECESSITIES ALWAYS INCREASING

But advertising creates new wants constantly. Go into the corner drug store and look around. Here are perhaps three thousand items of merchandise, every one of them a necessity to our modern iffe, but hardly any one of them a necessity to our grandparents.

Advertising has taught us the new habits which demand these new products; and in the effort to satisfy our desires we work a little harder and lift our living to a higher plane. A very shrewd financier once remarked:

"The surest way to save money is to go into debt for something."

When advertising stops, business crumbles. This is the fourth truth which all advertising men know. Some of the readers of this magazine will be old enough to remember Rubifoam. It was one of the first of the tooth washes and 9. 1925

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had a wonderful start. For years it was advertised in newspapers and magazines; its smiling girl with her pearly teeth was almost as famous as Mary Pickford.

The business prospered and seemed to have a clear path into the future. Then the owners conceived a way to increase their net profits. They would stop advertising and pocket the thousands that were being poured out for newspaper and magazine space. Rubifoam was famous; why continue to tell the world what all the world already knew?

They stopped advertising, and Rubifoam stopped, too. There are a dozen tooth pastes and powders today which do far more business than Rubifoam ever did. They have come up to take the field which it once held so firmly, and they have come up not in decades but in years, and even months.

Pearline is another name that once was a household word. Away back in 1904 its owners were spending \$500,000 a year for advertising-an enormous appropriation for those days. In 1907, the original proprietor having died, the estate passed into the hands of executors. They looked at the books, saw this huge annual out-lay, thought themselves more clever than their predecessor, and ordered the advertising stopped. In 1915 what was left of Pearline was bought by one of its competitors for a price which has been quoted as only \$12,000. The competitor who made the purchase has never faltered in his allegiance to advertising, which costs him much more than a million a year. Long ago he remarked, "If my factories were to burn down I could replace them, for I have built up in the public consciousness a knowledge of my products and a demand for them which would immediately fill new factories with orders. But let that public consciousness be de-stroyed and all my factories are only moldering piles of steel and brick."

Advertising is a powerful instrument in raising the standards of business practice and thought. This is its fifth and finest justification. Wanted— Printing Salesman

Unusual opportunity for a thoroughly experienced, highly successful Sales Producer, who has established close contacts with large, nationally prominent advertisers requiring large runs of color work or black and white.

This is a well established Organization with a capacity of a million dollars a year, modern equipment, complete and highly skilled Art and Copy Departments and a reputation for producing, economically, Printed Sales Literature of unmistakably high quality.

Through us a man of proven ability can render his established clientele still greater Service and develop an income measured only by his own ability.

Write fully, in strict confidence, volume of business personally secured in 1924 and net earnings for the year.

Address "E," Box 237, PRINTERS' INK.

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Fifth Avenue Real Estate— at \$2 per Foot!

Would you invest your money in real estate on New York's busy Fifth Avenue, if it were offered at such a ridiculously low figure?

Of course you would! But would you have had the foresight to do it when New York was little more than a village, and when such a price might have been offered?

Foresight is the keynote to success in the purchase of real estate—and in all business.

Foresight plays an important part in the selection of an advertising medium. The space buyer with foresight buys where values are on the increase—on a rising market.

In Milwaukee there is a rapidly changing, in fact a CHANGED newspaper situation, as clearly evidenced by the huge advertising gains piled up by the Wisconsin News, while all other Milwaukee dailies lost.

Foresight will prompt advertisers to recognize this rising market offered by the Wisconsin News.

WISCONSIN NEWS

9, 1925

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Minister Urges Advertising of Prohibition

Prohibition

In speaking to his congregation at the Second Baptist Church, Philadelphia, Rev. Dr. Homer W. Tope, State Superintendent of the Pennsylvania Anti-Saloon League, urged the overcoming of indifference to enforcement of the prohibition law by an advertising campaign. "The enemies to prohibition enforcement survive largely through shrewd and persistent propaganda," he said. "Its friends must meet these with wide, convincing information, not merely in the churches but in the press, the magazines, posters, and car card advertising. "Merely to plead general enforcement of the law misses the issue and weakens the appeal. The only and greatest argument is what prohibition has accomplished under notoriously unfavorable conditions. It is my opinion that a well planned advertising campaign will con-

planned advertising campaign will convert sentiment into action."

Paper and Pulp Manufacturers to Meet

The annual convention of the American Paper and Pulp Association will be held at the Waldorf-Astoria from February 2 to 5. On the evening of February 5 the association will hold its annual banquet. The speakers will be George H. Moses, Senator from New Hampshire; Judge Harold B. Wells and Rev. Dr. Nehemiah Boynton. The annual meeting of the Salesmen's Association of the Paper Industry will be held on February 3.

Magazine Club to Hear H. V. Kaltenborn

The Magazine Club, New York, will hold its next meeting at the Hotel Roosevelt on February 2. It will have as its guests a number of editorial chiefs of New York newspapers. The principal speaker will be H. V. Kaltenborn of the Brooklyn Daily Eagle.

Rubber Association Appoints C. E. Wagner

Curt E. Wagner, export manager of The Miller Rubber Company, Akron. Ohio, has been appointed chairman of the foreign trade committee of the Rubber Association of America.

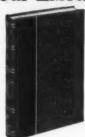
Dallas Agencies Merged

Mid-Continent Agency, Inc., and the Crook Advertising Agency, both of Dallas, Tex., have been merged. The combined business will be conducted under the name of the Crook Advertising Agency.

With Burroughs Adding Machine

J. L. Scrymgeour has joined the advertising department of the Burroughs Adding Machine Company, Detroit.

A Good Book for Your Library



"Preparation and Handling of Advertising"

520 pages, 372 illustrations, 27 in colors. Prepared under the supervision of Charles Ellison, Principal of the School of Advertising of the International Correspondence Schools, in collaboration with W. H. Leffingwell; C. F. Woods, of the Street-Car Advertising Service; C. O. Bridwell, of the Outdoor Advertising Service, and S. Roland Hall. Advertising Counselor. Contents-

Line cuts, half-tones, color plates, cereographic engraving, lithography, wood engraving, steel and copper plate engraving, seel and copper plate engraving, embossing, rotary photogravure, offset, electrotypes, printing, paper; importance of illustrations; printing conditions influencing style of illustrations; checking and keying advertisements; how to keep advertising records; description of various forms and records; street-car advertising; examples of successful campaigns; poster advertising; painted displays; the work of the advertising agency, etc. Line cuts, half-tones, color

Just mark and mail the coupon and we'll send this 520-page book to you on It's a good investment for approval. any advertising man!

_	
	International Correspondence Schools
	Box 7152-F. Seranton, Penna,
	and trop to detailed, telling

Please send me a copy of the book—
"Preparation and Handling of Advertising," I shall either send you \$5 in
full payment or return the book in five
days.

Name

Address

Jan.

Account Executive

We a man who can Want add accounts to our list. Perhaps this man's present connection does not pay him sufficient for these accounts. We will!

We want to expand—grow! We know the way to help ourselves is by helping the other fellow. Hence this opportunity.

We the right man a offer partnership connection with a well-known and long-established Chicago agency. A chance to make a reasonable investment in a reputable organization with an impressive list of National accounts.

Appointments to all whose applications justify. Absolute confidence. (Members of our firm know of this advertisement.)

If you are OUT OF TOWN, better WIRE—night letter, as we do not think it will be necessary to repeat our offer.

Box 231, Printers' Ink
CHICAGO

(Sorry we can not tell you who we are at the present. But you will be very agreeably surprised when we do.)

Juggling the Postal Revenue Bill

HE Moses bill providing for THE Moses bill providing for increased postal rates gave place on the Senate calendar on Saturday of last week to the Agricultural Department appropriation bill. Before the postal bill was laid aside Senator George of Georgia offered an amendment providing for the restoration of the newspaper mail rates in force in 1920. The proponents of the amendment assert it to be a revenue-producing measure, inas-much as it would bring back into the mails great quantities of publications that were driven out by excessive rates.

Before further consideration of the bill was postponed for the week, an attempt was made in the Senate to shoulder responsibility for it upon the House. Senator Swanson of Virginia feared that the sections relating to increased rates were out of order because they provide for raising revenue and under the Constitution such bills must originate in the House. But the Senator's point of order was defeated. The Moses bill at present is lost in a maze of congressional procedure. Whether or not it finds its way out during the present session is daily becoming less doubtful.

Brunswick-Balke-Collender Earnings

The Brunswick-Balke-Collender Company, Chicago, reports an income for the nine-month period ended September 30, 1924, of \$2,051,780. Net profit, after interest and taxes, is given as \$1,497, 266.

Philip Ruxton Appointed Bank Director

Philip Ruxton, president of Philip Ruxton, Inc., printing ink manufacturer, has been appointed a member of the advisory board of the Harriman National Bank, New York.

Gillette Camera Stores Appointment

The Gillette Camera Stores, New York, have appointed H. A. Burrell, who is with Hanser-Churchill, Inc., as advertising counsel. 1925

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The Best In Advertising Illustration

The ETHRIDGE Company's Art Staff is the largest in New York City, and includes specialists in all branches of illustration, such as

Character Studies Landscapes Decorative Poster Retouching

Figures Lettering Cartooning Fashions Mechanical

COMPETENT ARTISTS are employed for every medium of illustration, such as

Pen and Ink Charcoal Oil Crayon Ross Board Etching

Wash Water Color Pastel Dry Brush Pencil Modeling

Phone, write or wire and our representative will respond immediately. Better still, call and look us over. A cordial welcome awaits you.

ETHRIDGE COMPANY

25 East 26th Street, New York City

(Phones: Mad. Sq. 7890-1-2-3-4)

Wisconsin Independent Oil Men Map Out Campaign

A T their January meeting in Madison, Wis., the Wisconsin Independent Oil Jobbers decided to double their joint advertising fund for 1925 and thereby cash in still further on last year's advertising which they agree was a profitable investment. This year's co-operative advertising will be concentrated largely during the three summer months, June, July and August, when tourists flock to the State. However, this will be in addition to the campaigns conducted by individual companies carrying the independent insignia and running the year round.

The four good-sized independent companies in Milwaukee, which are naturally interested most in concentrating their advertising in the vicinity of this city, will pay their share of the co-operative advertising expense on a gallonage

basis. Other companies will pay a flat fee of \$50 per bulk station, which is double last year's assessment. This year the association plans to make extensive use of colored road maps showing all paved and open roads in the State and carrying data to show exactly where "independent oil" can be bought. The map will explain, too, how the interchangeable coupon system in vogue among independent dealers in the State operates and will advertise the advantages of independent oils. In later editions it is hoped to include the association's lubricating oil specification chart.

About ten newspapers will be used in the 1925 campaign, the space ranging from 1,300 lines down to 450 lines. The plan includes the use of poster panels designed to make a special appeal to motorists from other States who drive into Wisconsin. J. M. McLaughlin, of the O'Neil Oil & Paint Company, Milwaukee, is head of the association's publicity committee.

Announcing

the appointment of

STORY, BROOKS & FINLEY, INC.

PERSHING SQUARE BUILDING, NEW YORK COLONIAL TRUST BUILDING, PHILADELPHIA

as Eastern Representatives for National Advertising

G. LOGAN PAYNE CO.

SIX NORTH MICHIGAN AVENUE, CHICAGO

Continue as Western Representatives

TULSA TRIBUNE

TULSA

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MORE and BETTER Advertising

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FOUNDED 1898 by Dr. ORISON SWETT MARDEN

An increase of approximately 300% in circulation in 18 months has brought success into even greater prominence as an advertising medium.

The sincere purpose of human service back of Success—the intimate contact with readers and their implicit confidence in the magazine all unite into a force which creates RESULTS for advertisers.

The March issue (205,000 print order) will carry THE GREATEST AMOUNT OF ADVERTISING EVER PUBLISHED IN SUCCESS—and the copy is from a representative list of leading advertisers.

Page Rate Is Still Only \$400

SUCCESS MAGAZINE CORPORATION 251 Fourth Ave., New York, N. Y.

New England Office: 194 Boylston St. Boston, Mass. Western Office: 10 S. La Salle St. Chicago, Ill.



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LENS-ART by STOLTZ

PROPER lighting—proper focus—that's about all there is to photography before you enter the dark room. Anyone can "take photographs." Ask Eastman; he knows.

But how many professionals know how to get the kind of beautiful effect the most finicky Art Director in the business will instantly O.K.? You answer it.

Lens-Art is achieved by artists of brush and palette, who direct, stage and supervise the actual story the lens is to tellresulting in effects no ordinary camera man could get in a thousand years. When you complement the technique of the operator by Lens-Art has already proved itself. Famed national advertisers know and employ it. It has received a wide O. K. by the advertising clan – but you may still need actual visualization of its vast possibilities. Before starting that next campaign, ask me for details of an unusual and convincing proposition. Lens-Art shows surprising versatility of reproduction in Roto - color half-tone, even coarse screen for newspapers.

SAM STOLTZ

Director of LENS-ART Republic Bldg. CHICAGO Harr. 4060

Where Mail Order Falls Down

A Mail-Order Business Can Seldom Be Built on Single Specialties Unless They Are of Considerable Value

O. A. MILLER TREEING MACHINE Co.

O. A. MILLER TREFING MACHINE Co.

BROCKTON, MASS.

Editor of PRINTERS' INK:

We want to know if it is possible to sell by mail profitably, direct to the consumer, so small an article as a shoe lace, keeping in mind that the lace is far superior to the ordinary laces.

Can you tell us and if not who would

Can you tell us, and if not, who would

authority?

Selling through regular channels such as the shoe merchant and boot black for as me suce merchant and boot black for several years, our sales have not grown the way we think they should, consider-ing that those acquainted with the lace

ee to its superiority.

agree to its superiority.

We have tried advertising and with a localized campaign, we did increase our volume but it was not sufficient to be profitable, for we found that the average merchant evidently did not consider a shoe lace important enough to see to it that his clerks at least attempted salesmanship. The average clerk follows the line of least resistance and continues to sell the ordinary lace, even though they have Cordo-Hyde in stock. Unhave doubtedly this was brought about because the Cordo-Hyde lace necessarily sells for an increased price and the clerk is in-different to offer Cordo-Hyde and explain it is desirable to pay the higher

Within our organization, we have dis-cussed how to sell more laces and it has been suggested selling direct to the concussed how to sell more laces and it has been suggested selling direct to the consumer by mail, making up an assortment to sell for one dollar. Do you think the average man attaches enough importance to a shoo lace to buy one dollar's worth at a time, and would he buy them in advance of his requirements, or does he wait until he is in need of a pair and then take whatever is offered? If the average man would be interested in buying one dollar's worth of Cordo-Hyde laces would last several years, repeat orders would not be frequent and we wonder if you could handle sales of this size at a profit, or would to the cost of securing orders worth of the prohibitory?

We are just seeking information and thought perhaps you might know of a similar experience that is offering as a direct mail-order proposition a unit selling for a dollar that does not offer frequent repeats.

ouent repeats.

O. A. MILLER TREEING MACHINE COM-

PANY, A. P. BAKERDALE.

WE do not believe it is prac-tical to build up a mail-order business on shoe laces. It is more than a coincidence that practically all of the mail-order successes in this country have been established on lines rather than on single The mail-order graveyard is filled with the corpses of businesses that tried to sell specialties of one kind or another.

Not only would shoe laces be handicapped as a mail-order proposition because of lack of variety, but they would also suffer because of the small amount of money involved in the purchase. Those small-line specialties that have been sold with fair success through the mails to the consumer are, in almost every case, articles of considerable value, such as gas engines.

To make a go of a mail-order business the operator must have the law of averages on his side. He must offer his prospects a good variety of merchandise on the assumption that they will be interested in only a small percentage of the offerings. The goods must carry at least a fair margin of profit so that the average purchase will be large enough to make the transaction profitable. There is an average purchase in this line, as in every other, below which it would not be profitable to conduct the business.

In nearly all merchandising fields the constant aim of the management is to raise the average purchase. With shoe laces this would be hardly possible unless the line could be broadened by the addition of allied specialties.

As to the other suggestion that dollar assortment of laces be offered as a unit, we believe that another company in this field has already tried to raise the unit of sale on shoe laces without success. In selling an article of this kind, it is well to consider the trend of habit in the particular business under consideration. An ever increasing proportion of the public is acquiring the habit of letting the bootblack in the shoe-shining establishment put in new laces whenever they are needed. persons let the shoe repair man equip the shoes with laces each time that they are repaired. would seem, therefore, that meth-

WANTED SALES DIRECTOR

\$10,000 type; to the right man the compensation on a substantial salary guarantee with commission (on' personal sales) and an overriding basis on his men, will be attractive enough to warrant his investigation. The position is with a long established successful big organization rendering a service where the unit cost runs into thou-sands of dollars. To succeed you must have in your make-up the Spirit of Service and keen satisfaction in performing it. You must have everlasting persistency. As territorial Sales Director you will engage, develop and train your own men. You will have a thoroughly tested practical production machine behind you with years of successful record. You will personally sell or close the more substantial contracts—it is not a desk job, but you are boss of your time and route. A dominant personality, good physical bearing, age of 35 to 45 and experience in selling intangibles will be weighed in the selection. Locations New York, Philadelphia, Cleveland and Detroit. The chief executives of this company are really big men, "go-getters" with a sympathetic appreciation of Men Who Win. Frankly you will find these four places among the very best opportunities in America today. Beyond question there are large cash possibilities as our men have made well into five figures, but you must feel you will come into a fighting job where you will match your time and experience against the opportunity to make money with our product, and not expect to make a "clean-up" or get a topheavy salary at once without having proved to us your ability to earn it. Answer quickly in full confidence directly or through a third party.

Address "R.," Box 232, PRINTERS'

Perhaps you will be rendering a favor by calling this to a friend's attention,

ods which have been successfully used in marketing rubber heels. composition soles and other products of that kind could also be used in marketing shoe laces.

In conclusion let us remind our readers that more and more is the public delegating to others tasks which people formerly performed themselves. Different methods of advertising and of selling should be used to promote articles affected by this trend than where the article is sold directly to the ulti-Brand names count mate user. here as they do in any other situ-Where the brand is well established and in demand, the tailor or valet or shoe-shine man or the shoe repairer must continually recognize it just as must distributors in lines sold directly across the counter.—[Ed. PRINTERS' INK.

Death of Joseph F. Johnson

Death of Joseph F. Johnson
Joseph French Johnson, president of
the Alexander Hamilton Institute and
dean of the School of Commerce, of
New York University, died on January
22, at New Foundland, N. J., in his
seventy-first year. He was born at
Hardwick, Mass., and after graduating
from Harvard, joined the staff of the
Springfield, Mass., Republicas and was
later financial editor of the Chicago
Tribune. In 1890 Mr. Johnson established his own newspaper, the Spokane,
Wash., Spokesman. Three years later he
sold his interest in the paper and gave
up journalism, He became president of
the Alexander Hamilton Institute in
1909.

Eberhard Faber Advances A. G. Bruinier

Ansco G. Bruinier, a member of the staff of Eberhard Faber, Brooklyn, N. Y., manufacturer of pencils, penholders, erasers, etc., has been appointed to direct its advertising department.

Stanley E. Gunnison Made a Bank Director

Stanley E. Gunnison, president and treasurer of Stanley E. Gunnison, Inc., New York advertising agency, has been elected a director of the Flatbush Sav-ings Bank, Brooklyn, N. Y.

Changes Name to Toledo Printing Company

The Toledo Typesetting Company, Toledo, Ohio, has changed its name to the Toledo Printing Company. The change is one of name only.

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WE CAN'T serve a Boston firm as well as a Boston advertising agency can.

By no means.

But we have something to offer the Pittsburgh District advertiser that he can't get from an agency in Boston, Baraboo or Birmingham.

WE CAN give the Pittsburgh advertiser the decisive advantages of constant contact, of intimate knowledge of Pittsburgh industries and products. And he can know our capabilities before he places his problem in our hands—his neighbors have used us.

KETCHUM,
MACLEOD & GROVE, INC.

Advertising

PARK BUILDING



PITTSBURGH

(>>+#+<-)(>>+#+<-)(>>+#+<-)(>>+#+<-)(>>+#+<-)(>>

Writer Wanted

THE usual copy man on national ads isn't big enough. We prefer a man who understands the merchant, to one who understands the public.

We seek a colorful, powerful writer. If he is also gifted in handling impressive consumer copy, so much the better. But first andlast—hemustbe a man who knows the dealer and his problems-

Answer by letter only, and please give full details concerning past experience. If possible enclose specimens of work done.

L. S. GOLDSMITH AGENCY
9 East 41st Street New York

LOOKING FOR A LETTER WRITER

We're a direct-mail house looking for a Sales Letter Writer who can turn out plenty of forcible, human, resultful copy.

This writer would write for furniture and shoe stores, women's and men's shops—retail establishments in general.

This is one of the best opportunities ever offered by the biggest and oldest direct-mail organization in New York City.

Tell us in confidence your experience, connections, age, education, and salary, and send along some samples—you'll get them back if you don't fill the niche.

Address "B," Box 234, care of Printers' Ink.

Are Salesmen Selling Too Many Things?

(Continued from page 6) the attitude of his house. When he is successful, the house is credited. When he fails, the house is blamed. To the customer, the salesman is the house.

The salesman should be left free fully to realize the important position he occupies. He should feel that his paramount duty is correctly to interpret the policies of his house to his customers and to sell its merchandise. He should feel that he must not engage in any activities which will interfere with this duty. Anything that he does outside of this narrow scope should be dictated by the legitimate demands of his territory, should be of a voluntary character and not be the result of an official command from his home office.

To help the other fellow is inherent, and is a precept to which we all should cling tenaciously. So, in submitting my views as to the real duties of a salesman, I rest my case by stating his duties in this way:

Primarily, the salesman is employed for the purpose of selling merchandise.

Secondarily, he must keep before him that only by repeat orders can he hope to develop business, so he should lend such time and ability as he may have at his disposal to do what he can to aid and assist the dealer in broadening the market for the goods he has sold to the dealer.

Has Kennedy Sheetflame Heater Account

The Radiant Heat Corporation, New York, which is operated by the J. G. White Management Corporation, has placed the advertising account for Kennedy Sheetflame Radiant Heaters with The Pratt & Lindsey Company, Inc., New York advertising agency.

Callender & Lynch, publishers' representatives, New York, who now represent the New York Staats-Heroid in the East, also will represent this publication in the Mid-Western territory pending the appointment of a representative in that territory.

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Perhaps it's late at night. Fresh, pure medicine is necessary. drugstores are closed. No matter.
There's still some left in the old
bottle—the bottle sealed with the Amerseal that keeps the contents as pure and fresh as when it left the manufacturer. Consumers know this. They appeciate the advantages of the Amerseal. That's why the American Druggists Syndicate uses the Amerseal.

The scientific mechanical con-

The scientific mechanical construction of Amerseal enables the package to be sealed or resealed by a slight turn—without chance of false closure, there being sufficient flexibility to offset variations in the glass. The equally spaced lugs of the seal engage corresponding threads on the consider making a positive closure. tainer, making a positive closure, easy to open and as easy to close. The Amerseal has no raw edges to

cut the fingers. It will not rust. The Amerseal can be profitably lithographed. Most representative lithographed. Most representative manufacturers who use the Amerseal for their containers take advantage of this feature. They realize the merchandising, advertising and selling value of having their name, trade-mark, or slogan appear in a distinctive manner upon that portion of the container what first weets the expense. that first meets the eye.

Amerseal Your Product A Better "Seal-and-Reseal" Is Not Possible

AMERICAN METAL CAP COMPANY Brooklyn New York

Branches in the following cities: Los Angeles
San Francisco
Portland
Sesti Chicago Cleveland

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Printers' Ink

A YOURNAL FOR ADVERTISERS Founded 1888 by George P. Rowell

PRINTERS' IME PUBLISHING CO., INC. Publishers.
OPPICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500, President and Secretary, J. I. ROMER. VICe-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: Illinois Merchants Bank Building, DWIGHT H. EARLY, Manager. Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. McKinney, Manager.

San Francisco Office: 564 Market Street, M. C. Mogensen, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager. London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. Russell, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00. Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line, Minimum order \$3.25.

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NEW YORK, JANUARY 29, 1925

The Price of It must advertisers to dis-Successful cover how slowly Advertising the even most elementary of merchandising ideas are grasped and used by dealers. The public does not need to know merchandising. Its interest lies in the product itself and not in selling methods. On the other hand it is hard to think of anything that ought to mean more to dealers in general than merchandising tactics, if we except those who are in business for their health or for the altruism of it. No one will dispute that. So long as profit is the mainspring of retailing, selling methods ought to be the chief concern of the dealer, and dealers ought to be glad to be taught.

Some manufacturers realize that they have a big and imporresponsibility here. believe that it is very much up to them to show retailers how they can make money. The possibility for error lies in an advertiser thinking that a few volleys on turnover, stock control, proper displays and consumer acceptance will do the job well enough.

At a meeting of the National Petroleum Marketers Association in Cleveland recently one of the speakers voiced his discontent over his experiences with nationally advertised motor oils. His remarks carry a certain significance for all advertisers because they show plainly what is going on in retailers' minds in spite of all the educational work that has been done.

"Why do we handle nationally advertised oils?" asked And replying to speaker. own question, he said: "Certainly not because they are quality prod-There are a few exceptionally fine nationally advertised oils, but as a general thing they are not so good as the oils we are handling under our own brands. There are several nationally advertised oils which were originally exceptional products so far as quality was concerned but which are now about 50 per cent oil and 50 per cent advertising.

"Develop a good line of oils under your own brand and after you have built up your business you will not take the chance of losing the agency for them. If you haven't the facilities to do this, get someone to do it for you; but make your business distinctive and get away from the idea that you can sell the other fellow's products better than you

can sell your own.
"Let's handle our own products and sell our own goods, but with the added impetus of the Independent insignia we can get a uniform oil that will have it all over nationally advertised oils so far as quality is concerned."

Those statements need little comment from Printers' They are worth quoting for just

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one reason, viz., they show why advertisers must keep pounding on the truths about profits from volume sales, about good-will that sells merchandise — about the wastes of many little competing concerns striving to do what the large well-financed company can do, and so on indefinitely.

To put a quietus on the whining dealer, advertisers need to do two things. First they must make sure that the quality of their products is exactly as they represent it. Then they need to go to the dealer and show him simply and painstakingly what advertising does and how it works. Those are necessary jobs. They will cost something. But they play a mighty big part in making any program of good advertising for a good product the success that it should be.

While it is true Getting that everybody Salesmen has at least 720 to Read More minutes each day to use in work, sleep and relaxation, the salesman has more time to invest than almost any other The time he travels to get to his prospect and the time he spends waiting to see him can and should be invested. sales managers are insisting on their men doing more reading in their now unproductive time. As the sales manager for a hosiery company says: "I want my men to do more reading in 1925. They should be able to find time to read at least two good business publications regularly and one good book a month. The books should be the ones which have lasted for a while. There are hundreds of good books which will inspire a man, make his conversation more interesting, develop his personality and give him the finest sort of a background for selling. I believe a habit of regular reading is the most valuable single habit a salesman can form."

This may be a strong statement on the value of reading but there are many presidents of companies who give to the habit of reading and remembering what they read, most of the credit for their rise from humble beginnings.

The president of a big chain store organization is so impressed with the value of reading in the development of his sales force that he maintains a carefully selected library for its use and during the year offers a substantial prize for the best letter showing how a book or magazine article has helped the individual.

The man who does more reading will have a greater number of ideas and a more interesting personality at the end of the year. The sales manager who induces his men to do more reading is thus helping to turn unproductive time into valuable assets for his firm.

Advertising, Advertising is still sometimes attacked by clever novelists and surface investigators as a force which makes people want things they

makes people want things they don't need. But it is becoming clearly recognized by students. economists and journalists as a great force for national prosperity. Not only have manufacturers been able to prove by actual figures that advertising reduces the price to the final buyer and gives the purchaser a better product than he would be able to get at the same price without it, but foreign nations have discovered that a great part of American industrial supremacy is due to modern marketing methods of which advertising is a vital part. At the international advertising convention in London last summer certain of the largest manufacturers in Great Britain emphasized this fact.

Industrial leaders of Germany have also stated their belief that our supremacy in advertising practice aids our national prosperity. Recently, the Paris correspondent of the New York Evening Post touched upon the subject as follows:

"Until France accepts advertising as the master salesman, and big business combinations such as exist in the United States, she is certain to fall behind in the march of industrial and commercial progress. Her more energetic minds, like Andre Citroen, the automobile manufacturer, and Senator Dupuy, recognize the shortcomings of French persistence in old-fashioned business ways, but they are having an uphill fight demonstrating the doctrine of change therefrom."

Advertising is a force used by leaders and coming leaders in almost every field of commerce to sell more goods, to create wants and then furnish the product for which the want has been created. It does make workers dissatisfied with tin bathtubs, poor teeth, cheap clothes and the lack of telephones. It creates the desire to work harder so that what was previously a luxury becomes a necessity. Wants created by advertising, which produce more work to satisfy them make it possible for high wages and national prosperity to exist simultaneously in this country.

European manufacturers with far lower wage scales look with amazement at this country where high wages based on modern machinery and high individual production, go hand in hand with

national prosperity.

Leaders in the industrial life of other nations are beginning to recognize the close relation between this condition and the extensive use of advertising by industrial leaders here.

Making More
Profit by
Lowering the
Price
Price
Price
Price
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Profit by
Lowering the
Price
Pr

Mr. Macauley refers to a slash in Packard prices ranging from \$640 to \$840. The business philosophy behind his remark reinforces at least two great merchandising truths we have repeatedly tried to emphasize in these columns:

1. It is the profit on volume, rather than the individual sale, that really counts; likewise, through volume a unit price so low as to represent a net loss can be transformed into a satisfactory profit.

2. Advertising, backed up by the right product, produces volume. Therefore advertising, permitted to expand and work out in a natural way, can make for price reductions rather than increases.

Packard has had a prosperous year. Presumably it could show a consistent growth during 1925 if it had left its prices as they were. But if by selling for less it can gain enough additional business even to equal the net returns it could expect under the old level, it will be conferring a benefit on the buying public and getting a vast amount of good-will at no cost to itself.

It expects, though, to make more money under the new deal because of multiplied sales. The soundest of economic reasoning, backed by plenty of actual instances, is be-

hind this expectation.

One kind of price-slashing is the frenzied variety made in a do-or-die effort to drag in reluctant customers—buying business, in other words. And then there is the cool, calculating reduction based on the volume the firm has faith the lower figure can bring in—a price that, meaning a possible loss at the present sales level, can yield correspondingly greater rewards because of the exercise of that courageous faith in the product.

Mr. Macauley and his associates are trying nothing new. They are proceeding on a known plan that has proved its efficacy. Nevertheless, business men who are starting out to make this year of grace yield the utmost will find in the new Packard policy something that is very much worth thinking

about.

Are prices too high?

There is a way to reduce them—and make the profits larger at the same time.

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Newell-Emmett Company

Advertising · Merchandising Counsel

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPERLATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

Johns-Manville Incorporated

Western Electric Co.

American Chicle Company

The T. A. Snider Preserve Co.

and effective

January 1st, 1925

Loose-Wiles Biscuit Co.

"NOT HOW MUCH, BUT HOW WELL"

Note: The addition of the Loose-Wiles Biscuit Co., upon whose problems the Newell-Emmett Company has been engaged since last May, gives to this agency a total of six clients at

the end of six years' existence. This insistence on slow growth, permitting concentrated and thorough study of each client's problems, is an integral part of the agency policy outlined above.



Heywood-Wakefield Company individuals who are readers of Printers' Ink and Printers' Ink Monthly:

NAME		WEEKLY	MONTHLY	
Arthur L. Lougee	General Sales			
	Manager	Yes	Yes	
Clifford A. Hahn	General Factory			
	Manager	66	66	
Richard Greenwood	Assistant Factor	v		
	Manager	64	66	
Raymond Reed	Advertising			
,	Manager	44	66	
Harold P. Smith	Assistants to Adv	er-		
Russell H. Scatterday	tising Manage		66	

als

BERRY BROTHERS Varnishes-Enamels-Stains Bleachers of Shellac

"PRINTERS' INK has been a welcome visitor here for thirty years. The WEEKLY is read by W. E. Carnegie, General Manager; C. L. Forgey, General Sales Manager; E. A. Gignac, Sales Promotion Manager; Marie Yeats, Manager Advertising Dept.; P. R. Darling, Credit Manager.

"The MONTHLY is perused by myself, Mr. Gignac and Miss Yeats,

"PRINTERS' INK is the one publication I stick to like a brother—thirty years. Gee, ain't life short?

"Here's hoping PRINTERS' INK continues to enlighten us."

Berry Brothers.

General Sales Manager

PRINTERS' INK-PRINTERS' INK MONTHLY

20,128 net paid

16,279 net paid circulation

185 Madison Avenue, New York

Advertising Club News

New York Club Completes First Year in New Home

The Advertising Club of New York has completed its first year in its new clubhouse. According to H. H. Charles, president, this year has been the most successful in the history of the club in every way. Dur-



in every way. During the year there was an increase in membership of 250. bringing the total number of members to more than 2,000. An indication of the club's increased activities is given in a comparison of dining-room statistics. In 1924 103,695 meals were served as against 71,355 meals served in the old clubhouse during 1923.

H. H. CHARLES during 1923. Financially t

club is more solid than ever, Mr. Charles said, having paid the amortization on its mortgages, besides interest, taxes, insurance, etc., on its new home. In addition, the club finished the year with a good bank balance. A club, if it is to be permanent and successful, he said, must arrange its policy of operation so that it will take care of its business side first.

Appointed to Houston Program Committee

G. Logan Payne, publisher of the Washington Times, and Bruce Barton, president of Barton, Durstine & Osborn, Inc., have been appointed members of the general program committee of the Houston convention by Lou E. Holland, president of the Associated Clubs. C. K. Woodbridge is chairman of the committee.

C. M. C. Raymond Leaves Los Angeles Club

C. M. C. Raymond has resigned as executive secretary of the Los Angeles Advertising Club after having served in this capacity for the last nine years. His resignation becomes effective February 1. He will be succeeded by D. K. Thomas who has been secretary of the club.

Heads Sioux City Club

R. D. Friend has been elected president of the Sioux City, Iowa, Advertising Club. He succeeds J. H. Carmody. Other officers elected are: W. N. Norris, vice-president: Cedric Hoskins, secretary and F. R. Kirk, treasurer.

Six Districts to Hold Conventions

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Six districts of the Associated Advertising Clubs of the World are engaged in making plans for annual conventions which will be held in the near future. These districts are the Second, Fourth, Seventh, Eleventh, Twelfth and Fourteenth.

The program of the Fifth District convention, which will be held at Detroit, appeared in the last issue of PRINTERS INK. The executive committee of the Second District, which includes New York, Pennsylvania, New Jersey and Delaware, will meet in Philadelphia on February 3 to determine the dates of its convention which will be held at Bethehem, Pa. Rowe Stewart is chairman of this district.

of this district.

The Fourth District, of which Herbert Forter is chairman, will hold its convention at Jacksonville, Fla., on March 1, 2 and 3. This district includes the Carolinas, Georgia, Florida, Alabama, Mississippi, Tennessee, Cuba, Porto Rico and the Canal Zone.

April Club Elections Recommended

The educational department of the Associated Advertising Clubs of the World recommends that clubs hold their annual elections in April this year. The constitution of the Associated Clubs prevides that elections be held in May of each year but in view of the fact that the annual convention will be held from May 9 to 14 this year a change to April is suggested. This will enable the new officers to be installed immediately after the convention.

Will Give Space-Buying Course

The New York Advertising Club will start a graduate course in space-huying on February 16. It will consist of eight lectures and eight study evenings and will be supervised by Bernard Lichtenberg of the Alexander Hamilton Institute.

Buffalo Women's Club

Starts Advertising Course
The Buffalo League of Advertising
Women has arranged a series of twelve
weekly lectures on advertising. The
course began January 8. Charles W.
Mears, dean of the Cleveland School
of Advertising, is the lecturer.

Beaumont Club Affiliates with Associated Clubs

The Advertising Club of Beaumont. Tex., has become affiliated with the Associated Clubs. H. C. Scroggins is president of the club which has a membership of thirty-five. W. A. Garrabrant is secretary.

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New Directors for Buffalo Bureau

The board of directors of the Buffalo etter Business Bureau has been aug-Retter Business Bureau has been augmented by eight new members. Those elected for three years are: Howard Bissell, president, Peoples Bank; George F. Rand, president, Buffalo Trust Company, and Paul C. Fleer, president, J. N. Adams Company. Those elected for two years are: Walter J. Monro, Glenny, Monro & Moll; A. L. Kinsey, president, A. L. Kinsey & Company, and Alex Osborn, Barton, Durstine & Osborn, Inc., advertising agency. The following will serve one year: Arthur J. West, merchandise and advertising manger, Hens & Kelly Company, and Herbert E. Crouch, general agent, Northwestern Life Insurance Company.

Chicago Club to Be Host to Retailers

The Advertising Council of the Chicago Association of Commerce will be host to members of the Interstate Merchants Council at a dinner to be held in Chicago on February 5. J. G. Pattee, sales director, Newcomb-Endicott Company, Detroit, will be the principal

pany, Detroit, will be the principal speaker.

This dinner will mark the close of a three-day convention by the retailers' council. This association, which is sponsored by the Chicago Association of Commerce, has a membership of 2,600 retail stores located in thirtynine States. The theme of the convention will be "Business Building Plans and Ideas."

Boston Clubs Honor Lou E. Holland

Lou E. Holland, president of the Associated Advertising Clubs of the World, was the guest of the Advertising Club of Boston and the Advertising Women's Club of Boston at a joint luncheon meeting which was held in his honor on January 26. Mr. Holland was in Boston to attend the Harvard Advertising Award dinner. Other guests of the clubs included Carl Hunt, Stanley Resor, Bruce Barton, Herbert S. Housston and Edward Bok. Houston and Edward Bok.

Lockport Club Joins Associated Clubs

The Advertising Club of Lockport, N. Y., which has eighty-three members. has become affiliated with the Associated Advertising Clubs of the World, W. J. Marshman is president and Roger Kinzly, secretary.

Poor Richard Club Appoints Charles Paist, Jr.

Charles Paist, Jr., has been elected a director of the Poor Richard Club, Philadelphia. He fills the office to which it previously was reported, Morton GibSeventh District to Meet at Wichita

The annual meeting of the Seventh District of the Associated Advertising Clubs of the World will be held at Wichita, Kans., from February 16 to 18. Robert W. Etter of the Merchants & Planters Bank, Pine Bluff, Ark., is claimed to the seventh of t

district. This in-cludes Missouri, Kansas, Oklahoma Arkansas and Louisiana

Mr. Etter has appointed the following committee to arrange for the convention: A. C Bourscheidt, general chairman; Frank L. Galle, executive secre-tary; John F. Mill-haubt; Robert H. Timmons: Herbert



Timmons; Herbert M. Jones; Jack Robert W. Etter Spines; A. D. Mc. Gaha; Paul B. Erickson; Harry R. Horner; Chase E. Gillen; Charles H. Armstrong and G. C. Colin. Victor Murdock, of the Wichita Eagle, will sound the keynote of the convention which will be "The Search for Undeveloped Opportunities."

The Wichita Advertising Club will be The Wichita Advertising Club will be

for Undeveloped Upportunities.— The Wichita Advertising Club will be host to the delegates attending the con-vention. Dale A. Resing is president and Frank L. Galle, secretary.

St. Louis Club to Entertain Convention Delegates

St. Louis will be the gathering place of a number of delegates to the convention of the Associated Clubs who will start from that city on the final lap of their journey to Houston. The St. Louis Advertising Club is making arangements to entertain these delegates during their brief stay. They will be met upon their arrival by automobiles and special guides. Invitations to accept the hospitality of the St. Louis club have been forwarded to a number of Eastern, Northern and Western clubs by the Mayor of St. Louis, president of the Chamber of Commerce and the president of the St. Louis club.

Discusses Age as a Factor in

Selling

"The Age Factor in Today's Selling"
was the subject discussed by A. L. Carmical, of the Chicago. Evening American. at a recent meeting of the Advertising Club of Indianapolis. The importance of this factor in the selling of merchandise, he said, cannot be overemphasized, as the younger generation of today is greatly influencing the trend of fashions and is becoming a dominant factor in buying. Advertisers were tald to add to the effectiveness of their cony by including in it an appeal to the young tolks. young tolks.

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The Little Schoolmaster's Classroom

M ANY morasses lie in the path of co-operative advertising. About all that is necessary to plunge such a campaign into one or more of them is a policy of drifting and indifferent support from the participants who have most to gain from the success of the effort. O. C. Harn, advertising manager of the National Lead Company, made this plain and gave an impressive sharpness of outline to some of the other menaces of co-operative advertising recently in Chicago where he spoke before a group of advertis-

ing men.

In tracing the history of the save the Surface" campaign, "Save the with which he has been identified since its beginning, Mr. Harn touched on some of the factors which can keep co-operative advertising sailing along on an even keel. "The real reason for the success of the 'Save the Surface' movement," he said, "is the way in which the presidents, vice-presidents and general managers of the concerns interested have given their time and personal efforts to executive meetings. These meetings have never been held in any one city. We have gone to New York, Chicago, Detroit, Cleveland and Philadelphia to make it possible for local people to attend and give us their suggestions. It has cost the members of our executive committee much in valuable time to attend these meetings, but the results have satisfied them."

Right here, it seems to the Schoolmaster, is where many cooperative movements begin to flounder and lose momentum. Many manufacturers apparently believe that they have done their full duty when their check supporting the co-operative advertising has been mailed. Instead of finding time to take a personal interest in what is to be done they immediately divorce themselves from the project, so far as giving

some of their personal leadership and administrative skill goes.

The Lever Bros. Company, Cambridge, Mass., has added another method of cultivating the dealer as a consumer. Simplicity is its keynote. It is selling by example. The company's businesspaper advertising to grocers shows the smiling face of a clean-cut. healthy chap who we may assume is the typical or ideal grocer. He has apparently just expressed himself in the words which appear beneath his likeness: "I sell all kinds of soap—but there's only one kind I use." This, with the signature, "A Lifebuoy Grocer," is the only copy used, unless we include the name of the company which appears in very small type in the lower left-hand corner.

Selling by inference is not new, but its infrequent appearance, often lends to its use the freshness

and force of newness.

It is old stuff, this idea of telling your customer what he or she wants to know, but, because we all seem to forget it so quickly when we plunge into preparing advertising or getting our salesmen ready for a new campaign, the Schoolmaster would like to bring it up again in connection with a sales conversation he overheard recently in a hardware store.

The woman customer evidently was undecided whether she wanted to buy a new gas range or make her old one do. She had come in to see what the new ones were like, and the proprietor was doing all he could to point out why she should discard her old one and buy a modern, up-to-the-minute model.

"It is made on really beautiful lines," he was telling her.

She saw, but was not greatly impressed.

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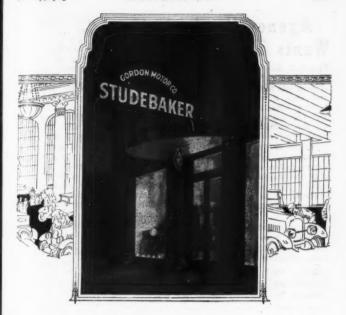
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Vitalizes National and Local Prestige

Advertising is doubly effective—when it takes advantage of both the manufacturer's national and the distributor's local prestige.

A Flexlume Day-and-Night Sign is a part of the dealer's store front. It provides constant and permanent advertising for both manufacturer's product and distributor's location.

Flexlume's bold, snow-white raised letters of glass against dark background by day; its brilliant, solid letters of light by night can be read farther up and down the streets.

Get the details of our try-out, quantity-price plan, which requires but a small investment for testing Flexlume's power as a sales factor. Write

FLEXLUME CORPORATION

1040 Military Road

Buffalo, N. Y.

Flexlume Offices All Principal Cities

Factories also at Detroit, Los Angeles and Toronto, Ont.



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Agency Head Wants Teammate

Founded five years ago with a background of twenty net years of complete advertising experience, and with a wide reputation for highest character workmanship, this Chicago agency is now ready for the addition of another principal. Preferably, one best adapted to soliciting and contacting.

It offers a splendid opportunity for expansion on a mutually agreeable working-interest basis to the agency man with an established clientele or to one now heading his own business, and desirous of

Salary or drawing account seekers need not respond.

Reply in detail direct or through some confidential party.

Address "M," Box 89, care of Printers' Ink, 230 South Clark St., Chicago, Ill.

EXPERIENCE For Sale

by the

DAY, WEEK, MONTH, YEAR

Would the counsel of a man with a experience in selling, advertising and all accepted methods of exploitation be of value to the selling problems? Nineteen Would the counsel of a man with 23 years' you in your business problems? Nineteen years with one concern. An organization with 14 branch offices and a field force ranging from 300 to 400, including jobbing and retail salesmen, house to house canvassers, demonstrators and store-display men, with a demonstrators and store-display men, with a yearly advertising and expleitation appropriation of approximately one million deliars. The advertiser had general supervision of the sales and advertising, and was one of three members of the operating committee that directed all of the activities of the organization. Four years of successful work as sales, advertising and organization counsel to numerous manufacturers of various lines. The advertiser possesses a broad knowledge of the marketing apportunities in the United States and Canada and has created and developed many original and successful advertising and sales campaigns. Fees so adjusted they do not mean any financial burden. You can share in the successful experience of some of the languist concerns in the country at a nominations. A conference incurs no obligation.

Address "Experience," Box 88, P. I.

"The oven gives a fine, even heat," he went on.

She nodded.

"No matches necessary. just press this button and the flame lights any burner you want lighted."

The woman thought it was fine. but not worth throwing her old one away for.

"It has fine, white enamel that makes it easy to keep clean."

The woman apparently decided that her old one was good enough for a few years more, and she started to turn away.

"In this oven you can bake potatoes in thirty minutes."

Immediately the woman was all interest. "In thirty minutes?" she

demanded, surprised.
"Yes, ma'am," affirmed the shop-keeper. "That oven bakes potatoes in thirty minutes." "Well, now, that's a real stove."

The woman took the gas range. Which, it seems to the Schoolmaster, shows that you mustn't lose sight of the fact that it is the practical point that counts in telling about your product. En-amel, looks, convenience? Fine. But baking potatoes in thirty minutes-ah! there's a real practical fact that the buyer wants to seize on.

Keeping jobber and dealer goodwill by making no courtesy sales and by making no retail sales from the factory is pretty generally conceded to be a good thing for the manufacturer. But the manufacturer can go one step further and create a little extra good-will for himself by letting the light of his policy shine out to all the world instead of keeping it hidden under a bushel.

Brothers, Breinig manufacturers of paint and varnish in Hoboken, N. J., create that extra good-will by a sign prominently displayed above the telephone desk in the entry to the factory offices. The sign reads:

"Strictly no goods sold at re-tail. Breinig Brothers' paints and varnishes may be obtained in Hoboken from, who can

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The \$100.00 Prize Winner

In PRINTERS' INK of October 23, 1924, we offered, in behalf of a client, \$100.00 for a name for a new fountain pen, and fountain pens to ten others who submitted meritorious suggestions.

The cash prize of \$100.00 has been awarded by the committee to:

KENNETH D. STERN 516 Hickman St., Avondale Cincinnati, Ohio

The ten fountain pens were awarded to the following contestants:

Margaret J. Sherk, 37 Rose St., Grand Rapids, Mich.

G. Stratman, 1353 Shawmut Place, St. Louis, Mo.

W. R. Burrows, 95 Madison Ave., New York, N. Y.

C. E. Walberg, Racine, Wis. W. E. Jasper, 1712 Buckner

W. E. Jasper, 1712 Buckner St., Shreveport, La. S. M. Skinner, 306 N. Fourth St., St. Louis, Mo.

J. W. Milner, 5127 Worth St., Dallas, Tex.

St., Dallas, Tex.

Nelle G. Disney, Kingston
Pike, Knoxville, Tenn.

J. C. Anderson, 510 State St., Schenectady, N. Y.

Helen Alsberg, 952 Kenyon Ave., Plainfield, N. J.

The names submitted are being withheld for the present. Our client is the Eisenstadt Manufacturing Company of St. Louis, sole owners of a new invention which eliminates the troublesome air pocket in other makes and, incidentally, almost doubles the ink capacity without increasing the size. We believe it is destined to take first rank in the fountain pen industry.

667 individuals entered this contest and these entrants submitted approximately 3,500 names.

On behalf of our client, we wish to thank every one of these individuals for their intelligent interest.

Fisher Brown Advertising Agency 1627 Locust St., St. Louis, Mo.

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A Copy Writer with a Chameleon Mind

is seeking the right firm. Applies keen, analytical intelligence to any problem. Believes that advertising is selling, and is prepared to prove it. Executive type. Can handle any Agency position. Available two weeks from date of decision.

> Price-\$7500 Place-Chicago

> > Address

"N.," Box 230, Care of Printers' Ink. 230 S. Clark St., Chicago, Ill.

Established 1895

A Monthly Business and Technical Journal covering the Flour, Feed and Cereal Mills. The enly A. B. C. and A. B. P. paper in the field. 630 W. Jackson Blvd., Chicago

America<u>n Cumb</u>erman

Published in CHICAGO

Member A. B. C.

READ wherever is cut or sold.

BINDERS FOR PRINTERS' INK

\$1.00 Each, Postpaid Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold. PRINTERS' INK PUBLISHING CO.

also supply brushes, sandpaper and similar accessories."

The Schoolmaster thinks that just that little touch, "who can also supply brushes, sandpaper and similar accessories," to boost the entire line of the local retailer, makes all the difference between passive adherence to a "no retail sales" policy and sincere active co-operation.

While the timely appeal has been used frequently and effectively in publication advertising. the Schoolmaster has not come across nearly so many examples in direct-mail work. A week or so ago, however, he did receive a form letter which is such a splendid illustration of how timeliness can be made a powerful factor in mail advertising that he is very glad to pass it on to the Class.

As every radio fan knows, there is a widespread interest in the concerts being radiocast by the Victor Talking Machine Company. The second of these concerts was sent through the air on Thursday evening, January 15. An enterprising radio dealer, who was aware of the vast audience that would be listening in on the Victor program decided that this event could be made the occasion exceptionally effective Accordingly, he wrote a letter which was mailed two days before the concert date. In other words, it was timed to arrive just the day beore the concert-when interest in it would be at the highest pitch.

The letter follows:

How mortifying it will be to you family and friends next Thursday etching, when you try to tune in on Mm. Alda singing "Mighty Lak a Rose," is have exasperating interference, whistles, catcalls, etc., spoil an otherwise epochal

Or even worse, while Frank LaForg is rendering Chopin's "Berceuse," is have the numerous unexpected things

185 Madison Avenue, New York

GIBBONS knows CANADA"

J. J. Cibbons Limited Advertising Agents MONTHEAL

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LaForge se," to happen, which seem to select just such occasion to spoil everything. May I assure you that you need have no such fears if you will place the re-

no such fears if you will place the re-pensibility on my shoulders.

If you will, I promise an evening of music that will live in your memory.

We follow the straight and narrow with in recommending and servicing Radio Sets. Can you afford to flounder around here, there and everywhere in the air next. Thursday evening, when we parantee everything you could possibly

Up to the present time, it has not been necessary for a radio retailer to be particularly efficient to succeed in building a fairly profitable business. However, it will not always be so, and, to the Schoolmaster's way of thinking, the present is the time for radio manufacturers to give considerable thought to the matter of helping their dealers to be better merchants. There is too much ignorance, discourtesy, poor selling ability and questionable practices in radio retailing today. The manufacturers will find this a stumbling block, sooner or later. The more quickly they set to work removing it from the sales path, the easier the task will be.

Too Much Meddling AMERICAN WHOLESALE GROCERS

ASSOCIATION

Washington, Jan. 20, 1925.

Editor of PRINTERS' INK:

We take this occasion to commend
your editorial, "Let the Government your editorial, "Let the Government Think Straight," in your issue of Janu-

The Federal Trade Commission, as the receival Trade Commission, as administered during the past two or three years, has unquestionably proved theff unworthy of public confidence and a positive menace to American business. Sach, at least, is our judgment of the matter.

AMERICAN WHOLESALE
GROCERS ASSOCIATION,
J. H. McLaurin, President.

Forms Advertising Business at New York

A new advertising and merchandising hisiness has been formed at New York under the name of Stenzel & Company, Inc. Roland Stenzel is president, and A. B. Stenzel is treasurer.

AN AGENCY ASSET

Successful printing salesman, thoroughly versed in all details of printing plant and Agency mechanical production, exceptional copy writer, feels that his talents are best suited to the Agency field and seeks a connection with a medium-sized Agency, to which his ability and training should bring a considerable asset. "K," Box 87, care of Printers' Ink.

you can put us in touch with an occasional printing job or an account, we will be stad to pay you a requirer commission. High grade direct-by-mall booklet and catalogue work only, wanted. Our plant with complete facilities and service department is conveniently located mear Penn. Station. Address "Hi," Box 84, e/e Printers' ink.

George W. Tryon

Times Building New York

Secures hotel accommodations at leading hotels in large cities and resorts for newspaper and magazine publishers and their representatives in exchange for space.

Advertising Agencies! Manufacturers and Publishers Everywhere!

Have you clients and prospects in New England! Local sgency prepared to render valuable service. Research and investigations! Merchandising! Copy! Special Lists! Mailing Campaigns! Representation! Twelve years' experience. LESTER LEWIS FINKEL 540 Main Str. Worcester, Mar



THE DEALER PAPER OF THE BUILDING FIELD BUILDING SUPPLY NEWS

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LITHOGRAPHED LETTERHEADS For \$1.25 PER THOUSAND

COMPLETE

THIS exceptionally low price applies to lots of 25,000 lithographed in black on our White Paramount Sond, 20 lb, basis. On billheads, statements, as a statement of the statemen

Envelopes Lithographed to match \$2.00 per Thousand

GEO. MORRISON CO New York City 422-430 East 53rd St. New York C TELEPHONES PLAza 1874-1875 Incorporated 1905 Established 1898

\$63,393 From One Letter

'Anything that can be sold can be sold by mail' "Anything that can be sold can be sold by mail"
Back up your salesmen. Sell small, isolated
towns without salesmen. With one letter an
erchant sold \$33,339.39 in 10 days; a retailer sold \$32,836.20 in 30 days. Serial
25e for a copy of POSTAGE Magazine and
actual copies of these two letters. If you
exist the sold \$32,836.20 in 30 days. Serial
exist the sold sellow in the sold sellow
with the sold sellow in the sold sellow
full of usable cashable selling ideas.
POSTAGE, 18 E. 18th St., New York City

CANADIAN -RADIO PUBLICATION

wants New York Advertising Rep-Preferably man acresentative. quainted with field. Commission Write T. S. Young, 347 Adelaide West, Toronto, Canada.



New England Newspaper Publishers Meet

The New England Daily Newspaper Association held a meeting at Boston last week. Theodore T. Ellis, publisher of the Worcester, Mass., Telegran-Gazette, and Ross W. Kellogg, direction of the New York State Publishers Ass sociation's school of printing, were the principal speakers. Mr. Ellis described recent developments in the making of wet and dry matrices. Samuel E. Hudson, president was di-

rected to appoint a committee to draft rected to appoint a committee to draft a resolution expressing the regret of the association over the death of its member, Harry R. Rice, who had been treasurer and general manager of the Lowell, Mass. Conview-Citizen.

Albert W. Fell, manager of the association, arranged the program for the meeting. The next meeting will be the annual convention which will be held

convention which will be held annual in May.

Death of John C. Eastman

John C. Eastman, editor and publisher of the Chicago Journal, died at Chicago on Janary 25, in his sixthirid year. He was born at Eaton, Ohio, and started his newspaper carer writing for the Eaton Register-livrald. When John R. Walsh established the Chicago Chronicle, Mr. Eastman was made its business manager. He went to New York three years later to be come advertising ranges of the New to New York three years later to be-come advertising manager of the New York Evening Journal. In 1900 he went back to Chicago to establish the Chicago American for William the Chicago American for William Randolph Hearst. Mr. Eastman was president, treasurer and business manager of the new paper. A few years later he purchased the Chicago Journal.

Hemco Plugs Account with Kirkgasser

George Richards & Company, Chicago, has placed its advertising account with George J. Kirkgasser & Company, Chicago advertising agency. A national campaign for Hemco attachment plugs is

SALES CORRESPONDENCE AND SALES PROMOTION

I want a job, not a position. A place where hard work together with initiative, original ideas and real results are required. Know and have visited every Dept. Store east of the Mississippi. Have and can create new sales channels. Now employed in New York. Present and past employers will speak for me. Salary \$5,000. Age \$2. Address "D." Box 236, care of Printers' Ink.

COLOR, ERMANENCE AND ECONOMY

PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins in 137 cities and towns of Northern N.E.

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D. S. Tuthill Joins WEAF

Daniel S. Tuthill, until recently Eastern manager at New York of The Lumber Manufacturer & Dealer, has joined the staff of WEAF, the broadcasting sation of the American Telephone & Telegraph Company, New York He are at one time advertising manager of the Marmon Automobile Company.

Death of George Palmer

George Palmer, one of the oldest members of the Hearst newspaper organization, died last week at Brooklyn, Y. He was about seventy years old. In his early days he wrote for and directed the art department of the San Francisco Examiner. He came to New York in 1896 and helped to establish the New York American and the Evening Journal.

Coal Saving Device to Be Advertised

Anthracite Economies Company, Philadelphia, has appointed the Theo-dore E. Ash Advertising Agency, of the same city, to conduct a newspaper cam-paign on Inducto, an induced draft de-rice for burning the small sizes of anthracite coal in an ordinary heater.

"Electrical Retailing" Becomes "Radio Retailing"

Electrical Retailing, published by the McGraw-Hill Company, New York, was changed to Radio Retailing with its January issue. The size of the magazine has also been changed from azine has also been changed fro pocket size to 9 inches by 12 inches.

Wilson Paint Account for Midland Agency

The Wilson Paint Company, Cincinnati, has placed its advertising account with The Midland Advertising Agency, also of that city. Expansion into new markets is planned for the spring and summer of 1925.

J. C. Sterling with Barton, Durstine & Osborn

John C. Sterling, formerly manager of the New York division of *The Ladies' Home Journal*, has joined the staff of Barton, Durstine & Osborn, Inc., advertising agency.

Advertising Salesman

High class advertising man desired to sell morning newspaper advertising in a large middle western city. Only those who are capable of meeting and handling difficult situations will be considered. With your letter of application state references, former connections and salary required.

Address "L," Box 88, care of Printers' Ink.

Some Printing Establishment

specializing on high-class booklets, folders, broadsides and other direct-by-mail ammunition can secure, about Feb. 15th-Mar. 1st, a man of unusual experience on plan, copy and layout work; the creator of much advertising and other literature of merit. Compensation desired, a really liberal commission, with \$5,000 guarantee. Last salary, \$10,000.

"G.," Box 83, Care of Printers' Ink

AN ADVERTISING EXECUTIVE AN ADVERTISING EXECUTIVE who has demenstrated that advertising that performs definite service to retailer and consumer pays, seeks a connection of permanency. Experience in display, house organ and direct-mail advertising, as well as direct-mail advertising, as well as direct-mail selling fits him to adequately serve as advertising manager.

Will accept \$7500 salary the first year for the opportunity to demonstrate that he is the opportunity of the permanency of the permanenc

Multigraph Ribbons Re-inked Our process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can have Re-Inking you can buy. W. Scott Ingram, Inc. Dept. B. 67 West Broadway, New York City to be Re-inken

Classified Advertisements

First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

FOR SALE
about 32,000 pounds of Crinkled Craft
Waterproof Paper in rolls 52 inches
wide, seven different colors. Any reasonable offer accepted. Box 559, P. I.

FREE LANCE ARTIST

specializing in fine lettering and decorative work can serve one more client. Excellent taste, careful work, reasonable prices. Box 542, Printers' Ink.

WANTED

Exchanges, leading outside cities, papers, mainly from agency or publishers. Will pay in service (newspaper clippings) or cash. Argus, 352 Third Ave., New York.

PUBLISHERS

CHICAGO REPRESENTATION
Not a special agency, but a high grade
salesman who has time for an additional
business paper on commission basis. Highest references as to ability and integrity. Only first class publication considered. Box 563, Printers' Ink.

\$2,000 NET PROFIT
Cleanest kind of business requiring very little attention. No merchandise or property to depreciate. Not dependent on erty to depreciate. Not dependent on weather or local conditions. Service sold by contracts and the contracts have already been made. Not a broken-down business, but a going business that is paying a profit. Sale price, \$5,000. Box 525, P. I.

Advertising Agency Control

Here is an opportunity for you to purchase, at a low figure, control or outright, a small advertising agency, located within a short distance of New York City. Headquarters could be moved to suit convenience. Fully recognized by the Publishers' Association. All will be communications treated strictly confidential. Address Box 529, P. I.

WANTED-Representation in WARTED—Representation in Boston Philadelphia, San Francisco and Chicaga, for a new weekly magazine—strictly commission basis. Liberal arrangements. Box 524, Printers' Ink.

LITHO. SALESMAN

having Chicago office desires to represent large N. Y. plant doing quality color work. Box 570, Printers' Ink.

A Sectional Drug Trade Journal, with paid circulation better than 5,000 copies paid circulation better than 5,000 copies monthly and with substantial advertising patronage, wants special (advertising) representative on commission basis. We do not compete with general drug trade do not compete with general drug trade journals, but we do prefer special who has no other paper of this kind on list. Or will consider representation as side line by publisher's representative what ravels drug manufacturing centers like New York, Boston, Detroit, Chicap, Philadelphia, Baltimore, etc. Address, in confidence, Box 526, care Printers' Jak

HELP WANTED

wanteb-Al Agency Solicitor by an old established agency. Splendid opold established agency. Splendid op-portunity for right man. Business in hand desirable but not essential. State qualifications and experience. Box 546, P. 1

Printing Ink Salesman

with following can purchase interest from commissions, drawing account allowed Ink Salesman. Box 538, Printers' Ink. account allowed.

Salesmen

conversant with Printers' Machinery, Type and Supplies. Territory Metropoli-tan district. Machinery, Box 537, P. I.

SALESMEN WANTED

Experienced, preferably acquainted with advertising, to sell advertising movie slides. Lattle competition. We offer liberal financial remuneration and perfect co-operation. Box 560, Printers' Ink

ABSISTANT TO SALES MANAGER
Young man between 25 and 30 interested
in sales work and with a desire to be
assigned to Permanent Territory. Cas
make a splendid start with old established
Plumbing Specialty House. Office to
perience is required. Give full particulars in first letter including present and
past connections which will be strictly
confidential. Box 565, Printers' Ink.

PUBLICITY WOMAN

Religious organization desires sensible, experienced newspaper or publicity woman to assist busy Publicity Director. Give full, detailed particulars in confidence, including salary. Box 544, P. I.

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9, 1925

Advertising Solicitor manted by Newspaper Representative. Prefer young man—not too much experience. Good opportunity. Box 533, P. I.

Counter Salesman

Printers' Warehouse. Salary ing to ability. Counter Sa Address Box 539, Printers' Ink. Salary accord-unter Salesman.

CORRESPONDENCE ADVISER

English student who is interested in betragusor student who is interested in better business letters, and who can carry on program, of this kind in large industrial organization. State qualifications in detail for proper consideration. Write 80x 527, Printers' Ink.

TRADE PAPER WORK
Young man who has had experience in
writing trade paper copy. Good personality, originality, and aggressiveness are
essential qualifications. Splendid opportunity for man between twenty-five and thirty years of age. Write Box 528, Printers' Ink.

Advertising Manager wanted for fastest-growing publication in its field. Don't waste your own or our time replying to this advertisement unless you can sell adon a new publication. This is a real op-portunity for a go-getter. Box 532, P. I.

Ink Boom Foreman—A thoroughly experienced man, capable of matching all shades of lithographic inks to copy. He will be in charge of Ink Department comprising six mills and seven men, and will operate under supervision of Chemist. Box 575, Printers' Ink.

Advertising Manager-Treasurer-for a high class weekly national publication— unlimited field. Established 1921. Unusual minimeted ffeld. Established 1921. Unusual opportunity for a man of executive ability with A1 references and a live wire advertising salesman. Interest in business and salary. New York corporation, Investment \$10,000 cash. Full details at personal interview. Box 572, P. I.

FOREMAN for printing department of Pacific Coast bag factory making cotton and burlap bags. Must be qualified pressman, able to get quality production and understand stereotype work, engraving, record keeping of costs, filing of mats, copies, plates, etc. Good opening for a record Reeping etc. Good opening its copies, plates, etc. Good opening its man of executive ability able to plan work and get results. Well equipped plant in Answer fully, giving complete former experience, age, qualifications and salary expected. Supt., Bemis Bros. Bag Co., Seattle, Wash.

SOMEWHERE A MAN IN THE MAKING would develop into a crackerjack good advertising salesman if given opportunity,

the picks up the scent of an opportunity, thining and experience. He would have to be a worker, keen and alert to take full advantage of his opportunities, and a "hound on the trail" when he picks up the scent of an order. Ability to furnish good copy ideas

Ability to furnish good copy ideas, would be a valuable qualification. I WANT THAT MAN for my business paper—established many years and the leader in its field. Replies will be ignored unless definite salary requirements are stated. Box 540, P. I.

Advertising man wanted for Texas Seed Business. Experience in direct-mail advertising requisite. Must know farm conditions. Must be able to edit live condutions. Attist be able to edit live house-organ and write Sales Letters that produce. A good opportunity for young man with ideas and ambition to get foothold in rapidly growing business with a future. Give full particulars with sample of work first letter. Everything strictly confidential. Box 571, Printers' Ink.

A nationally strong, well intrenched concern manufacturing a staple food product, widely advertised, nationally distributed, is interested in securing a few high grade, experienced salesmen to work nign grade, experienced salesmen to work on salary, or salary and commission; also a few young men who have had even a small amount of office sales and corre-spondence work, or who are intensely am-bitious to make salesmanship their profes-sion. Only high class, clean living men need apply. Box 561, Printers' Ink.

COPY MAN-A well-established and grow-COPY MAN—A well-established and grow-ing advertising agency in Newark, N. J., has a splendid opening for a college man with real copy-writing ability, who is familiar with agency detail, who knows merchandising, who has definite creative talent, who is familiar with the mechanics talent, who is raminar with the incentance as well as the art of advertising, and who can fit into an active Christian organization where his future will be determined largely by his own capabilities. Write fally concerning experience, age, earning capacity, and whatever else you think will interest us. Address Copywriter, Room 902, Newark Athletic Club, Newark, N. J.

CIRCULATOR WANTED Are You The Man?

A successful evening newspaper in cen-tral New England which has had an unusual growth during the past seven years desires to strengthen its circulation de-partment. It wants to grow faster. Are you the man with the organizing and executive ability, the thorough knowledge of circulation and all its phases, possessed with determination to make progress for yourself, and have you the punch? If you are such a man, and your record substantiates it, we want you with our organization.

Give education, experience, references, salary or bonus arrangement you would expect, in detail.

All communications will be held confidential. Address Box 550, Printers' Ink

DIRECT ADVERTISING SALESMAN We can make a very attractive proposi-tion to a man capable of selling specialtion to a man capanic or ampaigns to manu-ized direct follow-up campaigns to man who facturers and others. The man who qualifies must combine creative adverqualifies must complifie creative and tising ability with forceful salesmanship, and be capable of earning from \$6,000 to and be capable of earning from \$6,000 to \$10,000 or more per year. He will not be expected to sell our general line of advertising specialties, but will concentrate on direct-by-mail service, and he will have behind him the resources of a concern especially well equipped to develop and handle direct advertising campaigns of any magnitude. Address Direct Mail Division, THE AMERICAN ART WORKS, Coshocton, Ohio, giving full particulars of your qualifications and experience.

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POSITIONS WANTED

Experienced artist, now employed, pro ficient in figure, design, layout, lettering. sculpture; uses any medium, knows type and engraving processes desires position with opportunity. Box 566, P. I.

EDITOR
Position wanted by first class house organ and publicity man now doing automotive auto-electric and mechanical class journal work. Box 567, Printers' Ink.

Adaptable young newspaper man wants work. Intelligent, energetic and le. Experience as reporter, copy r and advertising copy writer. Wide new capable. reader and advertising copy writer. Veneral knowledge. Box 535, P. I.

ARTIST

Good all around man. Lettering, layouts, borders, figures. Handle all mediums. Five years experience. Seeks new connection. Box 569, Printers' Ink.

ASSISTANT SALES MANAGER
An understudy for big man. Sales promotion man with selling experience.
Written and directed advertising. Also rected advertising. Also Box 536, Printers' Ink. field research.

CONTEST MAN
Will prepare or handle or both—feature
or combination feature and subscription contests for newspapers or magazines full or part time. Box 573, Printers' Ink.

Y. ADV. WRITER

Copy, plan, promotion chief many years for big agencies and manufacturers. Box 554, Printers' Ink.

PRODUCTION MAN

Five years' agency experience. Buyer engravings, electrotyping printing and art work. Know type and mechanical layout thoroughly. Age 24. Box 555, P. I.

Man qualified by 15 years agency ex-perience, capable taking complete charge billing, checking, books, finances, and of-fice management, seek position. Age 38. Christian. Married. Room 707, 45 West 45th Street.

Artist, 26, 4 Years Experience Doing free lance work for advertisers, under-stands layout, copy, design and reproduc-tion; desires connection as Visualizer, Art Director or Assistant. H. W. S.. 149 Genesee St., Auburn, N. Y.

THE FASHION FACTOR

is oftentimes the determining factor in business. I can create or control a fashion situation. Have successfully done it in the past, despite unfavorable market con-ditions. Now want some new clients preferably advertising agency or agencies—who are "up against" the fashion situation. Let's talk it over. Box 548, P. I.

ART DIRECTOR or PRODUCTION MAN

Man, 31, four years' art study followed by eight years' practical experience conduct-ing commercial art studio and engraving ing commercial art studio and engraving service, desires connection as art director or production man. Proficient in layouts and thoroughly familiar with all details to follow through on jobs. Full knowl-edge of all photo-engraving processes. Box 534, Printers' Ink, Chicago Office.

-Five years agency ex-Production Manperience, thorough knowledge art, technical retouching, engraving and printing. Now employed, desires change. Excellent references. Box 574, Printers' Ink.

Cut the Cost of Cuts

Some printer using art and color can advantageously communicate with the crafts-man. Box 557, Printers' Ink.

ADVERTISING—Four years' practical experience as Assistant Advertising Manager with firm of National reputation. Fully familiar with merchandising, layout. copy, cuts and printing. Executive, out, copy, cuts and printing. Ex Age 28. Box 553, Printers' Ink.

Advertising Man who has "arrived" is ready to apply his plan, idea, copy, layout apply ms pian, dea, copy, layout and production experience as your advertising manager. Clean cut. Thirty-five. Married. Samples. Al N. Y. references. Employed. Box 562, Printers' Ink.

START WANTED in advertising or publishing business by experienced stenog-rapher, formerly school teacher (26). Unrapher, formerly school teacher (20). Unsual adaptability, memory; impeccable English; capacity for detail, loyalty. Apt. 51, 350 W. 118th St., New York City.

Advertising Solicitor, 27. Single. 2 yrs. with large agency. 3 yrs. on automotive trade journals in O., West. N. Y., West. Pa. Good ref. and acquaintance. Willing to work in other territories. Representative, care Strong, 1011 Power Ave., Cleveland, O.

ADVERTISING MAN—Age 25, University graduate, experienced in direct mail and out-door display with some experience in copy writing desires connecting tion with well rated firm as advertising man or asst. to advertising manager. Knows mechanical side. Box 564, P. I.

DRUG SALES EXECUTIVE

who has recently increased ten-fold drug chains business of national advertiser is seeking new, permanent connection. Now employed as Advertising and Sales Promotion Manager of large concern. This one, married, Gentile. Box 552, P. I.

Over 90%

of today's selling is done to, through, or by women. I specialize in the woman appeal copy, knowing their viewpoint. Agency experience covers textiles, architecture, ready-to-wear, toiletries, luxur-les and stark necessities. Unusual experi ence in big promotions and world-wide publicity. Now free for immediate business. Substantial salary, commensurate with equipment, expected. Box 547, P. I.

Available

An experienced sales and advertising man, now connected with one of the largest national advertisers, seeks to make a change.

A dozen years of sound, constructive work, along merchandising and advertising lines has provided an experience that enables me to administer the duties of advertising manager, or assistant manager, in a successful manner.

My record, samples and references are at the disposal of interested parties. Age 28. Married. Box 568, P. I. , IQ25

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Young man—23. Princeton graduate, experienced as advertising solicitor for New York City newspapers, desires congency in New York City. If satisfactory will buy interest in business. Smal agency with prospects of building up preferred. Address Box 543, P. I.

SALES PROMOTION is my life work and I'm very busily and happily occupied as Assistant Sales Promotion Manager of a large national advertiser. But for reasons I'll gladly explain, I'm seeking a new connection. \$60 per week will interest me, providing genuine opportunity is offered. Age 24, married, Gentile. Box 551, Printers' Ink.

I WRITE LETTERS

with pep, personality and pulling power; and my advertising copy shows the same persuasive qualities. I desire connection with advertising agency or direct mail organization handling a wide variety of accounts. Positively no samples sent "on suspicion." Interviews with principals only. Excellent references. Box 549, P. I.

I desire a position where I can use my howledge of Advertising and Produc-tion to relieve a busy executive. Have served as Magazine Make-up Man; Assistant Advertising Manager; Assist-Assistant Advertising manager; Assistant Production Manager and as a buyer of engraving, paper and printing. However, and automobile manufacturer. Salary to compensate with prospects of a future. College training. Age 26. Box 558, P. I.

PROMOTION EXECUTIVE available Feb. 15th. Desirous of connecting with progressive manufacturer. Unlimited amount of knowledge accumulated by years of experience and promotion of successful nationally known advertising and selling campaign in textile field. Known to wholesale and retail trade of United States and Canada, including exporters and importers. Confidential interview. Box 531, Printers' Ink.

I WANT YOU

Because:

I am very anxious to make good con-nections with an advertising organization, and

Since:

I am: An energetic young woman. A College graduate. An experienced worker. A stenographer and typist.

YOU WANT ME

Address Box 545, care of Printers' Ink.

ADVERTISING EXECUTIVE At liberty within 15 to 30 days, well-

At liberty within 15 to 30 days, weurounded advertising executive. Former service agency owner, copy chief and account executive. Fully qualified on plan, copy and layout work. Some Canadian experience. American, Gentile, unmarried. Might become financially interested later. Just now, with ability fully demonstrated, more interested in present actualities than future prospects. Box 576, P. I.

WE CONNECT THE WIRES

HOW'S THIS for a back-ground? Complete college course—Travel abroad—Five years promotion work, raising funds and managing staff— Two years promotion man-ager, large newspaper—Three ager, large newspaper—I aree years in charge of Eastern sales for manufacturer. Per-sonal sales have increased over 100%. Booked 15-carload order yesterday. Knows advertising. Age 38. Married. Our No. 5037-B.

FERNALD'S EXCHANGE, INC. THIRD NAT'L B'LO'S., SPRINGFIELD, MASS.

SALES EXECUTIVE

Twelve years actual selling and sales managing. Thorough knowledge of mer-chandising, formulating sales policies and organizing sales forces, especially drug field. Age 35. College graduate. Avail-able Feb. 1. Box 541, Printers' Ink.

Advertising Manager or Assistant
Experienced direct mail, sales promotion,
newspaper and display advertising. Copy,
layout, production, merchandising. Worked
with national advertiser selling to jobbers
and dealers. Agency, manufacturer, publisher experience; result producer. Age
27, university education. Box 556, P. I.

ADVERTISING

SALES PROMOTION MANAGER Having reached the limit of immediate advancement in his present connection, a seasoned manager of advertising and

a seasoned manager of advertising and sales promotion is available for a position of greater scope and responsibility. He has to his credit five years' experience in the administration of industrial advertising and sales work with a large chemical corporation, coupled with two years of agency experience.

An engineering college training forms the basis for his past and future growth. Box 577, Printers' Ink.

Let's Get Together!

Somewhere

Somewhere—
a corporation is looking for a
thoroughly equipped publicity
and advertising writer.

Let's get together!
I have 12 years' experience,
10 in publicity and editorial
work, 3 in advertising and promotion. Am now an editor of
a "quality" magazine, and my
work includes direction of a
publicity department.
I want to return to straight
commercial publicity-advertising
work in a post where I can
utilize an unusually valuable
circle of journalistic contacts.
Address Box \$30, Care of

Address Box 530, Care of Printers' Ink

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All radio Boston "stands by" for the Herald-Traveler

Every night, all over New England, thousands of radio fans "stand by" for the Herald-Traveler's broadcast. Every week, the Herald-Traveler's radio tabloid—the only one in Boston—is eagerly awaited for its authentic news about the world of wireless.

To minister to its readers in a reliable and entertaining way is the constant aim of this paper. On every page of the Herald-Traveler will be found something to interest some member of each family it serves. In all departments, the Herald-Traveler completely satisfies its quarter-million readers.

The Herald-Traveler is indispensable in reaching the most important section of Boston's divided market. Let us send you "Business Boston", an instructive booklet that tells of unusual advertising opportunities in this rich section.

BOSTON HERALD-TRAVELER



What Paige and Jewett, Willys-Overland and Nash say about space in The Chicago Tribune

"IN laying out our campaign for 1925 we are using the majority of our funds in The Chicago Tribune. This is consistent with the campaigns we have run the past number of years, at which time our business has multiplied consistently. We feel that full pages in The Tribune represent the best advertising value offered in this territory."

Oko H And

President Bird-Sykes Company Paige and Jewett Distributors

WE found the page unit space of very outstanding value in acquainting Chicago and surrounding territory with the wide acceptance of Willys-Overland cars in that community. As you know, the Chicago Willys-Overland branch and dealers were enthusiassic over the results."

Marou Canada

President
U. S. Advertising Corporation

A S you know, the Chicago Nash Company has been advertising for the past six years in The Chicago Tribune. The size of the space has been increased each year, as well as the frequency of insertions. During the past two years we have used nothing less than half page or page units. We know that concentrating our advertising appropriation in large space in The Chicago Tribune has produced highly satisfactory results. And we further feel that it has played an important part in the remarkable growth of Nash sales throughout The Chicago Territory."

other allegations

President Chicago Nash Company

And this is why The Tribune printed more miltines of automobile advertising in 1924 than all the other Chicago papers combined. This lead becomes more significant when it is realized that one motor vehicle in every five sold in the United States is bought in territory The Chicago Tribune dominates.

The Chicago Tribune

MITHE WORLD'S GREATEST NEWSPAPER